



Waterlust Apparel introduces New Design in Partnership with REEF

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Unique partnership benefits efforts to control Lionfish overpopulation

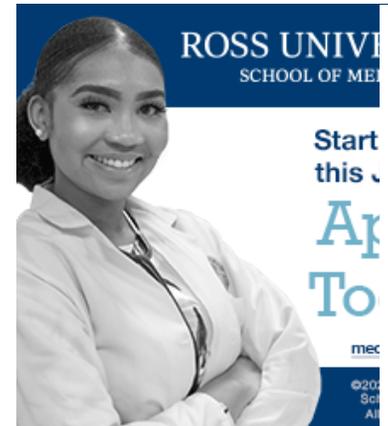
Waterlust, an award-winning apparel company dedicated to marine biology advocacy, has added a new design to its swim and activewear line. The newest entry highlights the lionfish, a brightly-colored, spiny fish that is endangering Florida reefs.

The lionfish is not native to the US East Coast and has no predators. It has invaded the coastline and is capable of causing extinctions of native plants and animals, reducing biodiversity, competing with native organisms for limited resources, and altering habitats.

The lionfish's high reproduction rate and rampant killing of native reef fish spurred Waterlust to step up to support the eradication of the fish from the Eastern seaboard. According to Waterlust CEO Patrick Rynne, the lionfish issue is one of critical importance. "We're really excited to contribute to the fight against invasive Lionfish. Besides motivating people to hunt for and eat these plentiful fish, we're looking forward to educating our community about [how invasive species take over an ecosystem in the first place](#). More often than not, it's us humans that cause the problem allowing a non-native species to take hold, so it's critical to teach those hard-learned lessons to help prevent them in the future."



10% of profits from the sale of its lionfish-design collection will support the Florida research group Reef Environmental



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Education Foundation (REEF) who have been on the forefront of action to curb the invasive lionfish since 2006. The partnership reflects Waterlusts' mission to promote key ocean science research through awareness and conversation.

Rynne is quick to point out that this line's cause is a departure from the norm. "Typically we support the research and conservation of species and ecosystems but the Lionfish is wreaking havoc on the entire Eastern coast. We feel a responsibility to help, and so have stepped in with an engaging design to educate the public and help fund solutions."

The Lionfish collection includes leggings, athletic top, sun suit, and headband and is available at www.Waterlust.com.

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This piece was prepared online by [Panuruji Kenta](#), Publisher, SEVENSEAS Media

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