

You don't often get email from [autley2@raisingcanes.com](mailto:autley2@raisingcanes.com). [Learn why this is important](#)

Hi Joshua,

The waterway that connects the Gulf to New Orleans is an area known for its speckled trout, but last year a decommissioned oil rig was removed, destroying their habitat in the process which affected the local fishing economy.

[CCA Louisiana](#), a nonprofit on a mission to protect and preserve marine resources, partnered with [Raising Cane's](#) founder Todd Graves to build an artificial reef made of "[Cajun Coral](#)," or 3D printed concrete modules for marine organisms to attach to, to replace the rig in that area. Coastal Louisiana, known as "Sportsman Paradise," depends on fisheries to survive, so the artificial reef will have a profound economic impact in addition to providing the ecosystem necessary to preserve Louisiana marine resources.

To mark this significant event, **you're invited** to join us for the artificial reef installation event in Louisiana on Wednesday, August 14!

The event will include a press conference with **CCA Louisiana EVP Rad Trascher** and **Raising Cane's founder Todd Graves**, plus local dignitaries, a boat ride to watch CCA drop the reefs into the ocean and install them (example of past reef installation [HERE](#)), and Chicken Fingers from the Raising Cane's food truck.

Would you be interested in flying out to cover the event? Our Travel Team will handle flights, hotel, and ground transportation in and out of New Orleans/Grand Is. Coverage is not required to attend, but encouraged.

#### **EVENT DETAILS**

**WHAT:** Artificial Reef Installation Event

**WHO:** CCA Louisiana Executive Vice President Rad Trascher & Raising Cane's Founder [Todd Graves](#)

**WHEN:** The morning of Wednesday, August 14

**WHERE:** Grand Isle, Louisiana

Looking forward to your thoughts!

ONE LOVE

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