



**FOR IMMEDIATE RELEASE**

## **BLUETERRA DEBUTS WITH MISSION TO REVITALIZE ECOSYSTEMS AND STRENGTHEN COASTAL RESILIENCE**

WINTER GARDEN, FL, March 27, 2025 / PRNewswire / -- [BlueTerra](#) officially launched today with a focus on revitalizing ecosystems and enhancing coastal and community resilience. The company is starting with more than \$41 million in new projects across Florida and plans to expand into Texas and Louisiana this year. Founded by Heather Herold and Jeff Huenink, who bring 16 years of experience in environmental restoration and resiliency, BlueTerra was created to tackle the growing threat and financial impact of severe storms annually. The combined damage from Hurricanes Helene and Milton in 2024 alone surpassed \$129 billion.

"New solutions now exist that can attenuate up to 90 percent of wave energy and the associated damage to homes, businesses, and ecosystems," says Heather Herold, CEO of BlueTerra. "Our approach combines cutting-edge technologies with nature-based solutions to create projects that foster cross-habitat synergies, providing ecosystem benefits that individual solutions alone cannot deliver."

BlueTerra offers a range of solutions, including environmental dredging, living shorelines, hybrid reefs, shoreline stabilizations, beach reconstruction and natural renourishment, as well as the restoration of springs, wetlands, salt marshes, streams, lakes, rivers, estuaries, and dunes. The company also provides buoy and waterway marker installations, along with mitigation banking advisory services.

BlueTerra is on mission to help nature and communities thrive together. Unlike many companies that specialize in isolated solutions such as engineering, surveying, permitting, project funding, marine construction, or monitoring, BlueTerra integrates all of these services into a unified service. "While we can construct projects that are already engineered, we can also design, survey, permit, fund, build, and oversee a project's success from start to finish," says Herold.

"Our mission extends beyond restoring and protecting God's creation and people; We embark on this new venture supported by team members, clients, industry stakeholders, non-profit organizations, and vendors who value integrity and successful results. We have built long-term, trusted relationships with them, and they have joined us as part of our extended family."

### **About BlueTerra LLC**

BlueTerra LLC is a private, Florida-headquartered company that is driven by a powerful mission: to restore and protect our planet's natural ecosystems while bolstering the resilience of our coastlines and communities. For more information, please visit [Blue Terra – Where Communities and Nature Thrive Together](#).

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