



**MEDIA ADVISORY**  
[Date]

*SEAS the DAY!*  
**[YOUR INSTITUTION] ORGANIZES SPECIAL CELEBRATIONS  
IN HONOR OF THE 14<sup>th</sup> ANNUAL WORLD OCEAN DAY**

**WHAT:** [YOUR INSTITUTION] is proud to join other leading educational institutions in dozens of countries in celebration of our world's ocean. This celebration, held on or around June 8 of each year, will commemorate the 14<sup>th</sup> annual World Ocean Day. The Ocean Project, an international network of over 750 aquariums, zoos, museums, and conservation organizations, including [YOUR INSTITUTION], is helping to coordinate activities worldwide. On this day, guests to [YOUR INSTITUTION] will be given the opportunity to celebrate our world ocean, reflect on the ocean's importance in their lives, and take time to do something good for our blue planet. The event offers individuals a chance to learn more about their connection to our ocean and how they can help protect and conserve the ocean through positive changes in their daily lives. [YOUR INSTITUTION] will feature activities such as [LIST ACTIVITIES].

**WHEN:** [DATES OF ACTIVITIES]

**WHERE:** [YOUR ADDRESS]

**WEB:** [YOUR WEBSITE]

**WHY:** The international celebration of World Ocean Day presents an opportunity for individuals to learn more about our ocean and to help. The ocean generates most of the world's oxygen and provides us with food, recreation, transportation, and inspiration. Once upon a time, our ocean was abundant and clean; it can be again but it's not a fairy tale situation today. Many of the world's ocean fisheries are in decline, coastal pollution is choking essential coastal habitats while others are disappearing at an alarming rate, and climate change and pollution are killing coral ecosystems worldwide. It's up to each of us to help ensure that our ocean is protected and conserved for future generations. Think about our ocean legacy and what kind of ocean we want to leave for our grandchildren.

**For More Information:**

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