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Blue Ocean Institute's Dr. Carl Safina Wins 2007 Rock the Earth Planet Defender Award

*Colorado-based Environmental Organization Recognizes
Safina's
Community Leadership in Global Marine Conservation Issues*

Long Island, NY & Denver, Colorado, April 23, 2007 - Rock the Earth, a Colorado-based environmental advocacy organization, has awarded Blue Ocean Institute President and Co-Founder Dr. Carl Safina a 2007 Planet Defender Award in recognition of his leadership in marine conservation issues.

Safina, 52, a native New Yorker and head of the Long-Island based **Blue Ocean Institute**, is an internationally-renowned scientist and author who has traveled the globe to study endangered ocean species and encourage humans to realize the inherent magnificence and importance of protecting the global seas and its inhabitants. His latest book, *Voyage of the Turtle*, is a global journey in pursuit of the Earth's last warm-blooded monster reptile, the Leatherback turtle.

"Getting the Planet Defender Award from Rock the Earth is a terrific honor," said Safina, one of three award recipients. "It's great to see that Blue Ocean Institute's efforts are spreading ripples; we're working to inspire a "sea ethic," a closer relationship and sense of caring for the oceans, which make life on Earth possible, but now need our help."

Safina, one of three Planet Defender Award recipients, received the honor in the Community Leader category.

"Rock the Earth is thrilled to be awarding Dr. Safina the 2007 Planet Defender Community Leader Award," said Rock the Earth President and Executive Director Marc A. Ross. "It is our honor to present the award to such a noted and respected scientist, author, conservationist and visionary regarding the protection of the oceans and the impact that humans are having on the entire oceanic ecosystem."

The other 2007 Planet recipients are the band Barenaked Ladies and Karen Dolan of the Illick's Mill Project, an environmental education center in Pennsylvania. Last year's Community Leader award winner was Salt Lake City Mayor Rocky Anderson.

Safina founded the National Audubon Society's Living Oceans Program and served for 10 years as Audubon's vice president for ocean conservation. In 2002, Safina and Mercedes Lee founded Blue Ocean Institute with a mission to inspire a closer relationship with the sea through science, art, and literature. Blue Ocean publishes a Seafood Guide (also available at www.blueocean.org) to educate consumers about sustainable seafood, administers the Safe Seas program to develop innovative solutions to reduce seabird and marine mortality from fishing gear, publishes the on-line Sea Stories literary magazine (www.seastories.org), and is developing a comprehensive course on sustainable seafood for culinary instructors and chefs. In its dedication to addressing global warming issues, Blue Ocean is also launching a program to assess and rank the carbon "print" – the measurement of the carbon dioxide-emitting activities given off by a product or process – of the most popular farmed and wild seafood species sold in the United States.

Safina is winner of a MacArthur "genius" Fellowship, a Pew Fellow, and has been named by Audubon as one of the "100 Notable Conservationists of the 20th Century. His first book, *Song for the Blue Ocean*, was chosen a *New York Times* Notable Book of the Year, a *Los Angeles Times* Best Nonfiction selection, and a *Library Journal* Best Science Book. His second book, *Eye of the Albatross*, won

the John Burroughs Medal for nature writing and was chosen by the National Academies of Science, Engineering and Medicine as the year's best book for communicating science.

Rock the Earth is a nonprofit national environmental organization dedicated to protecting and defending America's natural resources through partnerships with the music industry and the global environmental community. Rock the Earth represents those individuals and communities whose environment or natural surroundings are directly and adversely affected by the actions of others. Through partnerships with artists as diverse as Bonnie Raitt, Jack Johnson, Dave Matthews, and Bon Jovi, Rock the Earth educates and activates fans to pursue a vision of global sustainability and environmental responsibility.

"The Planet Defender Awards provide our membership with the opportunity to recognize those outstanding leaders, activists and artists committed to educating and activating the general public about issues impacting environmental sustainability--this is right in line with Rock the Earth's mission," Ross said.

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Blue Ocean Institute works to inspire a closer relationship with the sea through science, art, and literature. We develop conservation solutions that are compassionate to people as well as to ocean wildlife, and we share reliable information that enlightens personal choices, instills hope, and helps restore living abundance to the ocean.