



The Blue Ocean Institute - Fresh Inspiration For The Seas

New Organization Promotes A Sea Ethic And Motivates Consumers To Envision Healthy Oceans

Cold Spring Harbor, N.Y. (July 24, 2003)

Conservation pioneers Dr. Carl Safina and Ms. Mercédès Lee have founded a new organization-Blue Ocean Institute. In the 1990s they helped bring world attention to the plight of sea life and helped make the link between seafood and the oceans' health. They were formerly with National Audubon Society. In this major move, motivated by their love for the ocean's wildlife and concern for future generations, Safina and Lee are working to influence a cultural shift toward an ethic that more highly values the living seas.

"With this new organization we deepen our focus on helping more people realize the awesome power and beauty of the sea, and humanity's deep connection with ocean life," says Dr. Safina, a MacArthur Fellow and award-winning author of *Song For The Blue Ocean* and *Eye Of The Albatross*.

"Blue Ocean Institute is founded on our belief that lasting solutions to problems can't be demanded-they must be inspired," says co-founder Mercédès Lee, author of *Seafood Lover's Almanac*.

People's connection to oceans is indeed intimate. Water comprises 70 percent of the human body, the same percentage as covers Earth's surface, and our blood is salty because life first evolved in seawater. Oceans are the main vessel of life; 99 percent of Earth's habitat for living things is in the seas. Over a third of the world's people now live within 50 miles of the coastline. And people consume about 70 million tons of seafood annually.

"The oceans need our attention and care," says National Geographic Explorer in Residence Dr. Sylvia Earle. "Blue Ocean Institute's founders have been leaders in helping us appreciate the seas' majesty, as well as in offering solutions to challenges we pose."

One of Blue Ocean Institute's areas of focus is providing easily accessible, reliable information for personal choices that help restore sea-life abundance. A major emphasis will be authoritative, easy-to-use books and quick-check guides illuminating best seafood choices. In addition, a stream of planned writings and public speaking engagements will portray the ways the oceans are changing and how people can solve the seas' problems.

Says Safina, "With Blue Ocean Institute we're focusing on the positive. There is

enough bad news out there. We want to spread the good news, provide people with practical solutions, and inspire them with hope about our collective capacity for creating positive change." The Blue Ocean Institute was formed in January 2003 by Dr. Carl Safina and Mercédès Lee. Their mission is to build a wider, more inspired cultural atmosphere for ocean conservation through science, art, and literature. In promoting a sea ethic, Blue Ocean Institute provides accessible and reliable information for making personal choices that help restore living abundance in the oceans.

Dr. Safina is a MacArthur Fellow and author of more than 100 publications including the award-winning books *Song for the Blue Ocean* and *Eye of the Albatross: Visions of Hope and Survival*. Mercédès Lee is author of *The Seafood Lover's Almanac*. They founded and until recently ran the former Audubon Living Oceans program. More information about Blue Ocean Institute can be found at www.blueoceaninstitute.org, emailing info@blueocean.org or by calling 631-367-0063.