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**Thank You Ocean Campaign Calls on Californians
To Take Action On World Ocean Day**
Events Scheduled Throughout the State June 6-8

Sacramento – In recognition of 2009 World Ocean Day, the “Thank You Ocean” campaign encourages Californians to do their part to protect the ocean. The international celebration, designated by the United Nations to take place June 8 each year, presents an opportunity for individuals to learn more about the ocean, reflect on the ocean’s importance in their lives, and take action to protect marine ecosystems now and for future generations.

“California’s tremendous ocean and coastline are important to our environment and our economy, and every year on Ocean Day, people around the globe reflect on the many benefits the ocean provides,” said Governor Schwarzenegger. “I encourage all Californians to take part in the Thank You Ocean campaign, which reminds us why protecting the ocean for future generations is so important. Each of us can do something to make our beaches and oceans cleaner, safer and healthier.”

At the state level, a number of World Ocean Day events are scheduled June 6-8 throughout California, from film screenings to aquarium celebrations to beach cleanups. For a list of planned events and to learn how to participate, visit www.thankyouocean.org/news/events.

“Our oceans affect nearly every aspect of our lives – our food, our health, our climate, our economy – but they have become increasingly endangered,” U.S. Senator Barbara Boxer said. “World Ocean Day is an opportunity to remind us all of the value of our oceans and the need to protect them. I applaud the ‘Thank You Ocean’ campaign for helping to raise awareness about the actions that each of us can take in our homes, workplaces and communities to protect this treasured resource.”

The Thank You Ocean Campaign, a state-wide ocean awareness campaign designed to spur involvement in ocean protection, recognizes that the “ocean takes care of us” and asks Californians to help ‘return the favor.’ The ocean is a vital resource but today faces unprecedented threats from pollution, trash, declining fisheries and climate change.

“The threats to our ocean and coastal resources are many, from marine debris to unsustainable fishing to climate change,” said California’s Secretary for Natural Resources Mike Chrisman. “The ocean and its diverse ecosystems need our help and World Ocean Day is a reminder that by working together we can make a lasting difference.”

“The ocean influences our lives every day, no matter where we live”, said Daniel Basta, NOAA’s National Marine Sanctuary System Director. “On World Ocean Day, let’s give back.”

The Thank You Ocean Campaign provides simple steps each of us can take to keep our ocean healthy and thriving, including:



- *Recycle used motor oil.* Rain can wash oil into storm-water drains, which eventually reach the ocean, where it can harm or kill marine life.
- *Put garbage and recyclables in their proper place.* If not disposed of properly, plastics, Styrofoam and other garbage can enter creeks and rivers before washing out to sea where materials can choke marine birds and mammals.
- *Carry and use non-disposal bags; Use reusable coffee cups and water bottles.* The most common litter found in the ocean is plastic. Commonly known as marine debris, ocean trash harms hundreds of marine species, from birds that eat small fragments and feed it to their young, to mammals that become entangled in larger pieces.
- *Conserve and use water responsibly.* The less water we use, the less runoff and wastewater pollutes our ocean.
- *Make smart seafood choices.* Buy seafood that is being harvested sustainably to help preserve fish stocks for future generations.

About The Thank You Ocean Campaign

The Thank You Ocean Campaign is a nonprofit partnership supported by the State of California, the NOAA Office of National Marine Sanctuaries and the Ocean Communicators Alliance. The campaign mission is to raise awareness of the benefits the ocean provides to us and to identify ways each of us can help protect the ocean in our everyday lives.

The campaign features a public service announcement produced by world-renowned cinematographer, Bob Talbot; an out-of-door advertising campaign; a bi-weekly podcast series featuring leaders in ocean policy; a [newly redesigned Web site](#); and numerous social networking outlets (linkable below). The campaign is focused on educating the public about the importance of sustaining ocean life and inspiring Californians to practice ocean stewardship to alleviate four major threats to the ocean: climate change, marine debris, water pollution, and marine life decline.

In 2008, the Thank You Ocean Campaign received the Coastal America Award, the highest award from the White House, for its ocean and coastal initiatives.

A Call to Action

In his 2004 Ocean Action Plan, Gov. Arnold Schwarzenegger called for the development of a public awareness campaign that empowers individuals to better understand and take action to address the threats facing the ocean. The 2004 federal U.S. Ocean Action Plan also called for greater public education about the importance of the nation's coasts and oceans. As a result, the California Thank You Ocean Campaign was launched in 2006 to fulfill both of these plans' call to action.

Get Involved

For more information about the Thank You Ocean Campaign and how to become involved, visit www.thankyouocean.org. Or, follow the Thank You Ocean Campaign on [Facebook](#), [MySpace](#) or [Twitter](#) (@thankyouocean).

To listen to the Thank You Ocean podcast, the "Thank You Ocean Report," visit www.thankyouocean.org/news/podcasts.