



Actor and activist Edward James Olmos serves as spokesperson for Thank You Ocean campaign

Iconic figure and environmental supporter encourages ocean protection through English and Spanish-language public service announcements (PSAs) and new Spanish language Web site

San Diego, Calif., Nov. 30, 2009 – The Thank You Ocean campaign has partnered with actor and activist Edward James Olmos to help raise ocean awareness and promote stewardship. Olmos will serve as English- and Spanish-language spokesperson in a series of 30- and 60-second radio and TV public service announcements (PSAs).

Olmos draws attention to the unprecedented threats the ocean faces from climate change, water pollution, marine life decline and marine debris. "There's no excuse for trashing our ocean," he says. "It's up to you and me to take a stand and do something to stop it."

"The donation of Mr. Olmos' time, talent and influence to the Thank You Ocean campaign is a valuable contribution," said NOAA Administrator Dr. Jane Lubchenco. "Improving the health of the ocean is a challenge that affects us all, and these compelling announcements encourage the public to be a part of the solution."

The PSAs are designed to reach Spanish- and English-speaking listeners in California through broadcast media and sweep online audiences globally through social media community placements. The Spanish-language PSA will first air in the Los Angeles market on station KLVE - K-Love 107.5 FM (the number one Spanish radio station in Los Angeles), beginning Dec. 7 and running through the end of the month.

The campaign today also launched the Spanish language version of the www.thankyouocean.org Web site, with support of the California Coastal Commission's Whale Tail Grant program. The PSAs will broadcast on both the Spanish and English Thank You Ocean Web sites www.thankyouocean.org and www.thankyouocean.org/espanol and related social media channels: [Twitter](#), [Facebook](#), [MySpace](#) and [YouTube](#).

"Our ocean provides 408,000 jobs in California alone," said Mike Chrisman, California's Secretary for Natural Resources. "It's a vital resource that gives us so much, but we could do more to return the favor. It's not that people are intentionally harming the ocean; many simply don't understand how their actions impact its health. We believe that the inspirational message by Mr. Olmos will encourage people throughout California, and maybe the world, to protect it."

Edward James Olmos is an actor, producer, director and recognized humanitarian. The Emmy, Tony and Golden Globe Award-winning actor may best be known for such films as "Stand and Deliver" and "Mi Familia" and the television series "Miami Vice" and "Battlestar Galactica." An avid supporter of many environmental issues, Olmos was the campaign's first choice to reach California's Spanish-speaking communities with the "Thank You Ocean" message. As an activist and advocate for Latino culture, he supports education and outreach to stimulate community awareness and improve the human condition.





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The Thank You Ocean campaign would like to thank the Code Blue Foundation for its support of the PSAs and its distribution to Spanish-speaking radio.

For more information on the PSAs and the Thank You Ocean campaign, please contact:

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- Sarah Marquis, NOAA Office of National Marine Sanctuaries, 949-222-2212
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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 PSA 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](#) in English and Spanish; and numerous social networking outlets. 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.

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