

For Immediate Release [insert date]

**[Dive Center Name]'s #Team Ocean Challenge
Fundraising for Ocean Protection**



At [Dive Centre Name] we are passionate about ocean protection and excited to join thousands of adventurers around the world taking action through the Team Ocean Challenge, the ultimate way to raise funds, fins on and off to support the work of a global marine conservation non-profit organization close to our hearts: Project AWARE®.

Our Team Ocean Challenge is to [insert event info - run 10K, swim 1K, host a conservation awareness event etc.] to raise awareness and much needed funds for the plight of the ocean and its wildlife. We're calling on all friends, families, fellow divers and instructors, guests and schools to join our fundraiser and be champions for our ocean. It's an exciting way to raise awareness for this important cause.

[Insert Quote about why you're passionate about the ocean] says [Name, Title, Dive Center/Organization name].

Ocean protection depends on all our actions, large and small. Now, more than ever before, passionate change makers like us at [Dive Centre Name], are taking a stand for conservation. Our fundraising challenge helps Project AWARE's targeted marine debris work. Pollution is one of the overarching stressors currently impacting the health of our ocean and it affects us all. Marine debris is one of the biggest sources of pollution and it's believed that over 800 different species have been impacted by it through ingestion or entanglement. To tackle the issue Project AWARE is working at a national and international level to:

- Share the underwater impacts of pollution through data collection and reporting to influence policy
- Reduce the amount of pollution in the ocean
- Save marine life from the detrimental impacts of pollution

Taking action and fundraising for ocean protection has never been so urgent! Our trash underwater poses a serious threat to endangered marine species and damages vital underwater habitats such as coral reefs and seagrass beds.

For over 25 years, Project AWARE has fueled grassroots activities and policy change necessary to ensure a clean, healthy ocean planet today and for future generations. The challenges for the future of our

ocean are vast but our community is taking a stand for ocean protection. If you are passionate about the ocean and its wildlife please join [Dive Centre Name] and support ocean protection with us.

Our local Team Ocean Challenge is on [insert event name, location and details] visit [website] or contact [name and contact information]. Visit our [fundraising profile/team page] to donate, join our team or follow our progress.

Proudly Supporting Ocean Protection with Project AWARE

Notes to Editors:

[Project AWARE](#) is a global movement for ocean protection powered by a community of adventurers. We connect the passion for ocean adventure with the purpose of marine conservation to create lasting change for the ocean. We envision a future where the ocean no longer needs protecting.

Project AWARE Foundation is a registered non-profit organization. www.projectaware.org

For further press information, an interview or images, please contact:

[name and contact information]