

**For Immediate Release [insert date]**

**[Dive Center Name]'s Finathon®  
Fundraising Challenge for Ocean Protection**



[Dive Centre Name] is FINatical about ocean protection and we are excited to join thousands of scuba divers around the world taking action through Finathon, the ultimate way for divers to raise funds, fins on and off to support the work of a global marine conservation non-profit organization closed to our heart: Project AWARE.

Our Finathon challenge is to [insert event info - run 10K, swim 1K, host a shark 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 Finathon 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, divers, like us at [Dive Centre Name], are taking a stand for conservation. Our Finathon challenge helps Project AWARE:

- **Fight to stop the ugly journey of our trash**
- **Insist on full protections for the most vulnerable shark and ray species**
- **Negotiate policies that ensure a brighter future for our ocean and its wildlife**

Taking action and fundraising for ocean protection has never been so urgent! Shark fishing continues to be largely unregulated around the world. [Insert article, reference and/or example with photo that is relevant to the fundraiser's community] Overfishing, bycatch and finning – slicing off a shark's fins and discarding the body at sea - kills thousands of sharks every day. Our trash underwater poses a serious threat to endangered marine species and damages vital underwater habitats such as coral reefs and seagrass beds.

Launched globally in 2012, Finathon fuels grassroots activities and policy change in two areas - Marine Debris and Sharks in Peril - necessary to ensure a clean, healthy ocean planet today and for future generations. The challenges for the future of our ocean are vast but the dive 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 Finathon is on [insert event name, location and details] visit [website] or contact [name and contact information]. Visit our [www.finathon.org](http://www.finathon.org) [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 of scuba divers protecting our ocean planet - one dive at a time<sup>SM</sup>. Focused on the critical issues of Sharks in Peril and Marine Debris, Project AWARE empowers thousands of divers in more than 180 countries to work together for a clean, healthy and abundant ocean planet. Project AWARE Foundation is a registered non-profit organization. [www.projectaware.org](http://www.projectaware.org)

**Finathon**<sup>®</sup>: From climbing mountains to building sandcastles, Finathon is all about doing whatever inspires you to fundraise for ocean protection. Project AWARE's Finathon is the ultimate way divers can support ocean protection – fins on and off. As divers, we know that tackling two of the biggest threats facing our ocean – marine debris and over-exploitation of shark and ray species – is a real challenge. Finathon brings the dive community together to raise critical funds and awareness for the plight of our ocean and its wildlife. [www.finathon.org](http://www.finathon.org)

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

[name and contact information]