

For Immediate Release [insert date]

[Dive Centre/Team/Individual Name] Takes on Project AWARE's My Ocean Challenge



Protecting the ocean and its wildlife is a real challenge, but [Dive Centre/Team/Individual Name] is rising to it. How? On [Insert Date], [Dive Centre/Team/Individual Name] will kick off a My Ocean Challenge to raise funds critical to protecting marine species and their habitats.

As scuba divers, we're passionate ambassadors for ocean protection. When it comes to taking action to protect the ocean and its wildlife, our imagination and creativity has no limit! Our My Ocean Challenge is to [insert paragraph describing your fundraising challenge]

From sea turtles to sharks, marine creatures big and small, face some serious challenges - our trash underwater, overfishing, bycatch and finning to name just a few. The ocean is facing tough challenges. Our challenge: fundraising for its protection.

With My Ocean Challenge, [Dive Centre/Team/Individual Name] is helping Project AWARE tackle some of the ocean's toughest challenges in our favorite dive sites, in our communities, and at the highest levels of government by:

- Defending hard-won conservation victories
- Securing new protections for over-exploited shark and ray species
- Working with fellow dive volunteers year-round to remove and report trash from underwater environments and pushing for policy changes leading to marine debris prevention at national, regional, and international levels.
- Inspiring the next generation of eco divers and using the power of scuba to influence change

[Insert Quote]

My Ocean Challenge is the perfect opportunity for [Dive Centre/Team/Individual Name] to take action to tackle some of the biggest challenges our ocean and its wildlife are facing whilst having fun.

Our fundraising challenge supports Project AWARE's conservation work and fuels the grassroots action and policy change necessary to ensure a clean, healthy ocean planet. Visit [insert link to your myoceanchallenge.org profile] to support our My Ocean Challenge with a donation.

Proudly supporting ocean protection with Project AWARE

www.projectaware.org
www.myoceanchallenge.org

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[Project AWARE](#) is a global movement of scuba divers protecting our ocean planet - one dive at a time. 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.

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

[Insert Dive Centre contact details]