



**You, Me & the Sea** was born out of the belief that *"You only protect what you love, you only love what you understand, and you only understand what you are taught."*

No matter how much you already know about the sea, there is, well – an ocean more to learn. Whether you are a seasoned ocean lover or a strict land lubber, we bet there are things about the ocean that you never knew.

**You, Me & the Sea** is here to show you how the oceans affect your everyday life, and how your very existence depends on the sea!

As opposed to other organizations that focus on the 'doom and gloom' facts about the state of the oceans (as valid as they are), **You, Me & the Sea** strives to be different in showing you cool stuff about the sea – fascinating little factoids and stunning pictures – and then demonstrating how it all relates to your reality.

**You, Me & the Sea** believes that it's not sufficient to just inform people, but to get people to care a bit more about the oceans. Once you care about something, you are more moved to make a difference. We want you to learn new and cool things, have fun doing it, and hopefully think about and, ultimately, act to help protect the sea.

### Want to know more?

**You, Me & the Sea** is a new venture that strives to uncover and showcase nifty nuggets about the oceans and how humans – you and me – are dependent on and benefited by the sea in all that we do.

This exhibit is just the beginning. The **You, Me & the Sea** website is currently being developed, so check in often to learn new and interesting factoids – or simply to see cool pictures and video from the ocean realm.

On the website you will also find additional tips on what you can do to take care of the sea, as well as links to other interesting websites and more formal references on marine conservation.

[www.youmeandthesea.org](http://www.youmeandthesea.org)

*Coming soon*



**You, Me & the Sea** is also developing educational materials for the classroom. If you'd like **You, Me & the Sea** to come to your school, contact: [info@youmeandthesea.org](mailto:info@youmeandthesea.org)



### WHAT YOU CAN DO TO HELP THE SEA TAKE CARE OF YOU

- **Visit marine parks and protected areas.** Every dollar you spend to see marine life intact helps persuade decision makers and stakeholders that protecting the oceans can be beneficial – and profitable.
- **Join online petitions and email lists supporting marine conservation.** Let businesses and politicians know your concerns. You – as a customer and a voter – have a powerful influence.
- **Vote for politicians who support ocean conservation.** Elected officials listen to their constituents, so make your voice heard through your vote.
- **Buy and eat sustainable seafood and urge others to do so.** By creating a demand for sustainable seafood, the supply must follow. If you're watching your cholesterol, don't buy fish-based vitamins and supplements - many fish oil capsules come from depleted fisheries. Instead, purchase non-fish based Omega 3 supplements like those from sustainable marine algae or chocolate (yes, chocolate!). Don't buy so-called health products made from shark cartilage or seahorses; the slaughter to these creatures is high while the benefits are unknown.
- **Decorate your home only with sustainably harvest marine décor.** Many decorative products – coral pieces, shells, and other marine life now come in realistic casts made from non-toxic materials. Other items, such as rugs and furniture, can be found made from sustainable aquatic plants and bamboo.
- **Urge stores and restaurants to carry sustainable marine products.** Let establishments know that you will shop only where there is a supply of sustainable choices – they will listen!
- **Conserve water and dispose of trash and chemicals properly.** Home gardener use 20% more pesticides and fertilizers than commercial farms due to unfamiliarity with products. Read and follow product instructions to avoid excess chemicals washing into the waterways and eventually to the ocean. Don't dump car oil or toxic household cleaners into the sink; bring your oil to your local station for recycling and try out non-toxic house cleaners – they work! If you smoke, don't throw your cigarette butts into the sea – the filters do not disintegrate and are the number one most common piece of trash found during coastal cleanups!
- **Join a coastal cleanup or other volunteer effort.** The more people that get out there doing something for the oceans not only helps with the physical task, but builds visibility for marine issues and concerns.
- **Learn more about marine issues and share your knowledge with others.** The more people that are aware of the oceans and how they benefit us, the larger the support base for ocean conservation.
- **Support organizations working for healthy oceans.** The field of marine conservation is not overflowing with cash – your contributions of time, effort or money will help ensure that the sea will keep taking care of you.



## EXHIBIT CREDITS

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### You, Me & the Sea

*Understanding your close relationship with the world's oceans no matter where you live or what you do*

[www.youmenandthesea.org](http://www.youmenandthesea.org)



## You, Me & the Sea



How much do you *really* know about the ocean?

A Marine Awareness Exhibit

For more information, contact:  
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