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Subject: TM
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Hi there. We have launched! Please check the brand new web site and bellow is e press release. Looking forward to hearing your comments

Best

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PRESS RELEASE

THE TERRAMAR PROJECT

ENLISTING THE WORLD TO PROTECT OUR OCEANS

The TerraMar Project was launched today at the Blue Ocean Film Festival & Conservation Conference in Monterey, California.

The TerraMar Project is an innovative web based non-profit that has been set up to raise awareness for the High Seas. Created out of a frustration for a lack of awareness in the public eye on issues plaguing the high seas, TMP founders decided the high seas needed a new identity and TerraMar was born. The TerraMar Project has been created to protect the 64% of the world's oceans which are classified as High Seas – territories that don't belong to any countries, have no citizens and no protected status.

Celebrated marine experts, Dr. Sylvia Earle, Captain Don Walsh, Dan Laffoley and world-renowned virologist, Nathan Wolfe introduced The TerraMar Project during the Google Presentation.

The need for The TerraMar Project has never been greater. Scientists estimate that 85% of all the world's fish stocks are already fully exploited, with some experts predicting that some fisheries will collapse by 2050. Meanwhile, rates of pollution continue to spiral, with masses of plastic already floating in the Pacific and the Atlantic Oceans. By contrast, less than 2% of the world's oceans are currently protected – an unsustainable situation that poses a critical threat to life on land and sea.

Dr Sylvia Earle, Explorer-in-Residence at the National Geographic Society: *“I am thrilled to be a founding citizen of TerraMar and to celebrate the vital significance of the High Seas to all people, everywhere.”*

The TerraMar Project differs from existing state and NGO models by providing people with a sense community and an accompanying responsibility for this vast expanse of ocean. It encourages people to see TerraMar as their own backyard, not a distant place to be forgotten about but a place where they must take action to ensure it is preserved for future generations. This model enables citizens of TerraMar to give their support to the thousands who are already demanding an end to the abuse of the world’s oceans caused by negligence, over-fishing and pollution.

In addition to citizenship, The TerraMar Project is launching with a dynamic ocean parcel sponsorship using The Google Maps API & featuring underwater imagery from The Caitlin Seaview Survey which is available in the Street View feature of Google Maps.

The website also features an education platform, a friend a species program connected the Encyclopedia of Life, the largest database of marine life in the world and The Daily Catch their online ocean newspaper.

Ghislaine Maxwell, Founder of The TerraMar Project: *“The planet should be called water not earth, because water covers most of it.”*

The TerraMar Project has been created to support the efforts High Seas Alliance and the Deep Sea Conservation Coalition and in partnership with a number of marine experts and scientists. Founded by marine enthusiast Ghislaine Maxwell.

To find out more and sign up to become a citizen visit [The TerraMar Project](#) online, as well as follow the group on [GooglePlus](#), [Twitter](#) (@TerraMarProject), [Facebook](#), and [Pinterest](#).

TerraMar Project Inc is a Delaware non-profit non-stock corporation, which has applied for recognition of exemption under Section 501(c)(3) of the Internal Revenue Code.

Notes to editors

Learn More About the TerraMar Project Website

The Ocean Parcel Sponsorship Program offers visitors to their site an innovative way to connect with the high seas & with their personal networks. Once you click on the ocean sponsorship page set up through The Google Maps API & Google Earth API you can either plug in unique GPS coordinates or select a parcel of ocean using the TMP cross-hairs, drag and drop your point over TerraMar and claim your parcel of ocean. Once successfully registered you will be able to personalize your parcel and download a certificate of “ownership” and socially share your personal plot with your colleagues.

TMP’s Education platform offers lesson plans created by educators and experts in the field to be downloaded by parents, students & teachers – lesson plans will be updated quarterly. TerraMar citizen and Fellow Prof. Alex Rodgers of Oxford University has created our first fun and simple lesson for 5-8 year olds introducing them to the high seas.

One step beyond citizenship you can become an Ambassador to TerraMar by *Friending a Species*. Established through the Encyclopedia of Life API they have created the largest database of living marine life in the world. Simply select an image of a species you want to adopt or search for one you love then share it with your friends and family.

Friending a Species and ocean parcel sponsorship are part of the unique donation structure of The TerraMar Project. Donations will support The TerraMar Project platform, education initiatives, technology, research and

expeditions. Currently they are supporting a fellowship at Oxford University and research projects at Woodshole Oceanographic Institute.

For further information on the TerraMar Project and the information included in this release please contact:

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THE TERRAMAR PROJECT

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My other phone is a blackberry I can't type on this I phone!