

About The Thank You Ocean Campaign

The Thank You Ocean Campaign is a nonprofit partnership supported by the [State of California](#), the [NOAA Office of National Marine Sanctuaries](#) and the [Ocean Communicators Alliance](#). The campaign mission is to raise awareness of the benefits the ocean provides to us and to identify ways each of us can help protect the ocean in our everyday lives.

The campaign features two [public service announcements](#) (PSA), one produced by world-renowned cinematographer Bob Talbot and the other starring actor Edward James Olmos; an outdoor [advertising campaign](#); a [bi-weekly podcast series](#) featuring a wide array of interesting and relevant ocean topics; and an informational web site. The campaign focuses on educating the public about the importance of sustaining ocean life and inspiring Californians to practice ocean stewardship to alleviate four major threats to the ocean:

Marine Debris

Climate Change

Water Pollution

Marine Life Decline

A Call to Action

In 2004, California's Ocean Action Plan called for the development of a public awareness campaign that empowers individuals to understand and take action to address the threats facing the ocean. The 2004 federal U.S. Ocean Action Plan also called for greater public education about the importance of the nation's coasts and oceans. In 2006, the California Thank You Ocean Campaign was launched to fulfill both of these plans' call to action.

Award-Winning Campaign

In 2008, the Thank You Ocean Campaign received the Coastal America Award, the highest award from the White House, for its ocean and coastal initiatives. In addition, California proclaimed June 8, 2008 "Thank You Ocean Day" throughout California to coincide with World Ocean Day.



The Thank You Ocean Campaign is co-chaired by:

- *Amy Vierra*, Ocean and Coastal Policy Analyst, California Natural Resources Agency
- *Matt Stout*, Chief of Staff, Communications and Media, NOAA Office of National Marine Sanctuaries

Additional staff members include:

- *Sarah Marquis*, West Coast/Pacific Media Coordinator, NOAA Office of National Marine Sanctuaries
- *Claire Fackler*, National Education Liaison, NOAA Office of National Marine Sanctuaries

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