

## **SEE Turtles Transitions from Ocean Conservancy to Ocean Revolution**

### **Move will allow outreach to new markets and turtle communities**

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After a successful first year, SEE Turtles will be transitioning from Ocean Conservancy to Ocean Revolution, a grassroots conservation organization. This move will allow SEE Turtles to benefit from the Ocean Revolution's experience in working with communities in Mexico, Australia, and Mozambique and furthers Ocean Revolution's mission to inspire and engage young ocean leaders around the world.

Over the past year, SEE Turtles has built a strong foundation to support critical field conservation efforts. To ensure an effective program, we have formed an advisory board made up of experts including turtle conservationists, tour operators, media, and ecotourism development professionals who helped efforts to create site selection criteria, choose pilot sites, and develop turtle viewing best practice guidelines. These guidelines, available on our website, resulted from consultations and interviews with more than 30 representatives of 22 conservation groups, tour operators, and government agencies. In addition, we put together a business plan and risk management plan and hosted a workshop with turtle and tourism experts at the 2008 International Sea Turtle Symposium held in Loreto, Mexico.

Accomplishments to date include:

- Initial support leveraged for local partners and turtle communities of more than \$30,000 in donations, fees, mini-grants, and expenditures
- Reaching an audience of 7 million people through, e-newsletters, and blogs; and
- Formal relationships established with 4 turtle organizations and 6 tour operators.

“With SEE Turtles joining our team, we will be able to build new partnerships with international conservation organizations and reach a wider audience here in the U.S.” said Tim Dykman, co-founder of Ocean Revolution.





Ocean Revolution began in 2002 to help provide a voice for ocean advocates and to experiment with a more engaging network model, rather than standard hierarchical management. The organization grew to include work on issues important to coastal industries, people, Native Oceans, sea turtle and whale shark conservation, as well as campaigns focus on the disastrous plastics and shrimp

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industries. Most recently Ocean Revolution has been working on conservation tourism, beginning with SEE Turtles. With all our projects, we work to fill gaps, connect people, and address serious issues that may be overlooked by more traditional organizations. OR currently finds fiscal sponsorship with the Ocean Foundation, part of our quest to keep staff size and overhead low.

Once the transition is complete, SEE Turtles will broaden its focus to include school field trips to turtle conservation sites, promote turtle volunteer opportunities, and expand the number of turtle sites it promote.

**For more information:**

SEE Turtles - [www.seeturtles.org](http://www.seeturtles.org).

Ocean Revolution - [www.oceanrevolution.org](http://www.oceanrevolution.org)

The Ocean Foundation – [www.oceanfdn.org](http://www.oceanfdn.org)