

## **SELFRIDGES CELEBRATES 1<sup>ST</sup> ANNIVERSARY OF PROJECT OCEAN PROJECT OCEAN FUNDED MARINE RESERVES COALITION CALLS ON THE UK GOVERNMENT TO COMMIT TO ESTABLISHING MARINE RESERVES IN 30% OF UK SEAS**

2 May, 2012, London, UK – Selfridges today celebrated the first anniversary of Project Ocean at an event with leading members of the conservation community including committed celebrities, foodies, scientists, socialites and activists. The highlight of the evening was a call to action from the Marine Reserves Coalition to the UK Government to commit to the establishment of an effectively managed network of marine reserves covering at least 30% of representative habitats in UK seas (at home and in the UK Overseas Territories).

Professor Jonathan Baillie, Director of Conservation at the Zoological Society of London (ZSL) said, *“When taking into account the 14 UK Overseas Territories, the UK has the fifth largest marine area in the world. With such a large (and in many cases rich) marine environment under its jurisdiction, the UK has a responsibility, and a real opportunity to meet and exceed national and international marine protection targets and become a world leader in marine stewardship. The Marine Reserves Coalition wants the UK Government to take on this responsibility and create networks of marine reserves throughout UK seas, and encourage other nations to do the same.”*

The evening also served as a platform for discussing issues in the spirit of collaboration. Some of the most passionate minds in conservation and campaigning from the Project Ocean funded Coalition including ZSL, Greenpeace, the Marine Conservation Society, Pew Environment Group, ClientEarth and BLUE Marine Foundation. For the first time ever, these organisations have begun to work collaboratively to increase the global coverage of marine reserves – fully protected, no-take marine areas that are closed to all extractive and potentially damaging activities. The Coalition has been fully funded by donations from Selfridges’ customers and its own team members during the inaugural Project Ocean campaign last summer.

The project has recruited Fiona Llewellyn, a fulltime coordinator for the Coalition for one year, who will collate the science that will support policy decisions, translate this for public communication, and engage stakeholders across the UK. Llewellyn, commented:

*“Action is needed now to restore our seas to their natural healthy state and safeguard marine resources for future generations. The designation and effective management of an extensive, coherent and representative network of fully protected marine reserves is a key part of this process and Selfridges funding of the Marine Reserves Coalition will help us achieve it.”*

For further information on Project Ocean, and to learn about in store activities taking place and how to get involved, visit: <http://www.Selfridges.com>.

### **About Project Ocean**

Project Ocean was spearheaded by Selfridges Creative Director Alannah Weston, and Director of Conservation at ZSL, Prof. Jonathan Baillie. Driven by the unthinkable prospect of fish stocks being eradicated within the next generation, Selfridges put their entire creative might behind the campaign, including dedicating every window of the store to ocean conservation and hosting a month-long calendar of music events, discussions, fashion exhibition, art installations and political forums.

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