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MacGillivray Freeman Films Director Launches One World One Ocean Campaign

The Non-Profit Will Use Film and Digital Media to Spark a Global Movement to Save the Oceans

LAGUNA BEACH, Calif. October 12, 2011 – Today, Greg MacGillivray, Academy Award-nominated producer/director and president of MacGillivray Freeman Films (MFF), the world's best-selling independent producer of films for IMAX® Theatres, announced the official launch of [One World One Ocean](#) (OWOO), a multi-year, multi-platform nonprofit campaign that will harness the power of film, television and new media to generate greater global awareness of the ocean's importance to society and spark a global movement to restore a healthy ocean.

"The ocean is our planet's life support system, yet in my travels and at home, I've seen its degradation firsthand," said MacGillivray. "What makes our campaign unique from other ocean campaigns is our focus on using motion picture entertainment and compelling storytelling to drive major social change on behalf of the oceans."

Over the next five years, OWOO will release three 3D films for IMAX Theatres, an eight-part television series, a 3D theatrical documentary and hundreds of online videos in a sustained campaign to raise public awareness of the ocean. The films, combined with other educational programming such as classroom presentations, traveling exhibits, companion books and grassroots outreach, will make One World One Ocean the largest ocean media campaign in the conservation space. The campaign website – www.oneworldoneocean.org – will serve as a creative hub for ocean-inspired content and conversation.

To do this, One World One Ocean, in collaboration with MacGillivray Freeman Films, will travel to all five oceans and more than 40 locations over the next four years, using the most cutting-edge IMAX and 3D digital film technologies to capture never-before-seen ocean footage ([Watch "What is One World One Ocean?" video here](#)).

While the ocean provides 50-70 percent of humans' oxygen supply and is worth an estimated \$31 trillion to the world's economy, it is experiencing a massive decline on a historic scale. Populations of the world's big fish, such as tuna and cod, have dropped to alarming levels, and plastic pollution in the world's oceans are causing the deaths of hundreds of thousands of marine animals each year ([Watch "Why the Ocean?" video here](#)).

"The world's oceans are in trouble, but the good news is there is still time to save them," said Dr. Sylvia Earle, world-renowned oceanographer and principal science adviser to One World One Ocean. "Our actions toward the ocean in the next 10 years will define the next 10,000, and I look forward to working closely with One World One Ocean to inspire people to save the blue heart of the planet." ([Watch "Message from Sylvia Earle" video here](#)).



OWOO's first film presentation will be *To The Arctic 3D*, a Warner Bros. Pictures, MacGillivray Freeman Films, and IMAX Corporation co-production. Scheduled for release exclusively in IMAX® Theatres in 2012, *To The Arctic* follows a mother polar bear and her two cubs as they struggle to survive in a changing Arctic world.

"The goal of all our films and our educational programming is to connect people emotionally to the ocean, so they feel a desire to protect it," said Shaun MacGillivray, Producer and Managing Director at MacGillivray Freeman Films. "A critical part of our approach will be showcasing stories of hope and success, of the people and organizations making a positive impact on the ocean. We want to show the world that we can do this. We can save the ocean."

The campaign will initially focus on three goals in the areas of marine protected areas, sustainable consumption of seafood and reduction of plastic pollution. OWOO will collaborate with leading experts and other ocean organizations to garner mass support for broad public engagement initiatives.

Key partners to date include Dr. Sylvia Earle and the Sylvia Earle Alliance, Mission Blue, Oceana, Surfrider Foundation, Ocean Conservancy, Plastic Pollution Coalition, NOAA's National Marine Sanctuaries, Pew Environment Group, SeaWeb and the Monterey Bay Aquarium.

The campaign's first public engagement effort is the announcement of its [Ocean Expedition Contest](#), in which OWOO is giving one lucky ocean enthusiast the chance to join their team for an all-expenses-paid, two-day boat trip off the coast of Catalina Island to dive, snorkel and watch its IMAX camera crew in action.

To enter the Ocean Expedition Contest, people can simply log on to <http://www.oneworldoneocean.org/page/s/imax-expedition-contest> and complete the online submission form. The contest closes on October 17.

For more information on One World One Ocean, visit www.oneworldoneocean.org and follow OWOO on [Facebook](#) and [Twitter](#).

About One World One Ocean

One World One Ocean is a nonprofit campaign dedicated to changing the way people see and value the ocean. Using the power of film, television, new media and grassroots educational programs, One World One Ocean will inspire, educate and connect millions of people



worldwide in a common purpose: to restore and protect the health of the world's ocean. One World One Ocean will work with MacGillivray Freeman Films and other production companies and campaign partners to produce and distribute ocean educational programs throughout the world.

About MacGillivray Freeman Films

MacGillivray Freeman Films is the largest, most experienced independent producer and distributor of giant-screen 70mm films in the world. Throughout the company's 40-year history, its films have won numerous international awards including two Academy Award® nominations. The company's hit film *Everest* is currently the highest grossing giant-screen film of all time. MacGillivray Freeman's films are known for their artistry and successful blend of education and entertainment, as well as their celebration of science and the natural world.

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