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MACGILLIVRAY FREEMAN'S ONE WORLD ONE OCEAN CAMPAIGN VOTED "BEST DIGITAL INTERACTIVE CAMPAIGN" AT THE 2012 BLUE OCEAN FILM FESTIVAL

Laguna Beach, Calif.—October 5, 2012—MacGillivray Freeman's ten-year, multi-platform [One World One Ocean Campaign](#) was honored with the award for **Best Digital Interactive Campaign** at the **2012 BLUE Ocean Film Festival** in Monterey last week. The premier ocean film festival of its kind, BLUE honors the best ocean films, innovations and ideas every two years at its gathering of top ocean filmmakers, leaders, scientists, explorers and conservation activists. The awards are voted on by a panel of 50 judges from the film and conservation worlds.

"We launched the One World One Ocean campaign with the idea that great storytelling can change the world, and that the ocean needs a storyteller," said **Shaun MacGillivray**, managing director of One World One Ocean. "Our campaign is all about inspiring people to care about and protect ocean environments, and this recognition by the BLUE Ocean Film Festival reaffirms our mission to use our expertise as storytellers to raise awareness across all platforms—film, television and new media—and engage a worldwide community with solutions for the world's oceans."

Launched just last year, One World One Ocean campaign highlights include the release of the **IMAX® film [To The Arctic](#)** with Warner Bros. and IMAX Filmed Entertainment, the launch of the **online hub [oneworldoneocean.com](#)**, **five original digital video series**, more than **100 online videos**, **micro-campaigns** on plastics and sustainable seafood, and the **Mission Aquarius media campaign** which generated global press coverage for the closing of the world's only underwater research station. One World One Ocean has so far generated **3.6 billion media impressions** this year.

"We take very seriously the warning from our science advisor, oceanographer **Dr. Sylvia Earle**, who says that what happens to the ocean over the next ten years will determine its fate for the next 10,000 years," says MacGillivray. "Which is why we're producing as much compelling ocean content as possible over the next decade to bring this urgent situation to worldwide attention and hopefully help reverse the ocean's decline."

In the next five years, One World One Ocean plans to release three new ocean-focused 3D IMAX films, several television series, a theatrical documentary, hundreds of online videos, exhibits, a speaker series, companion books, and other grassroots outreach programs targeting key market populations.

About One World One Ocean

One World One Ocean is a for-purpose, multi-platform media campaign that is harnessing the power of film, television, new media and education outreach to generate greater global awareness of the ocean's importance to society. As "the ocean's storyteller," One World One Ocean will inspire and connect millions worldwide in an effort to catalyze a movement to restore and protect the world's oceans. An initiative of MacGillivray Freeman Films, the world's best-selling producer of films for IMAX theatres, One World One Ocean will work in collaboration with campaign partners to produce and distribute ocean films and education programs around the world. For more information, visit [www.oneworldoneocean.com](#).

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