



CLEARWATER MARINE
AQUARIUM™

Clearwater Beach Stakeholders to Announce Ocean Friendly Plan *Goal is to be #1 Ocean Friendly Beach & Promote Globally*

Clearwater, FL (Oct. 22, 2018) – On Wednesday, October 24th, a group of Clearwater Beach business owners, managers and residents will announce the Ocean Allies project, a conservation plan designed to transform Clearwater Beach into the #1 recognized Ocean Friendly destination beach in the world. As tourists increasingly desire to travel to areas that promote environmental responsibility, the Ocean Allies leadership team will oversee the effort to engage the Clearwater Beach and greater Clearwater businesses to develop and implement an eco-friendly Clearwater Beach brand. Participating organizations will become “Ocean Allies” certified.

Founded by Sheri Heilman and Jana Wiggins, the Ocean Allies project has had numerous meetings over the last few months, and has developed a leadership team from local businesses, nonprofits, and City of Clearwater and Clearwater Regional Chamber of Commerce staff. Clearwater Marine Aquarium CEO David Yates will lead the presentation. The Ocean Allies team intends to work with the City of Clearwater and both local chambers in developing and implementing these local strategies. Additionally, the team is documenting these strategies and processes, with a goal of making them available to local communities and those around the world. Clearwater Marine Aquarium will help promote this project worldwide via its various media platforms.



Additional Details:

- When: Wednesday, October 24th, 11:00am
- Where: Clearwater Marine Aquarium, Atlantis Theater, 249 Windward Passage, Clearwater, FL 33767
- Media interested in attending the event, contact Julia Anderson at Clearwater Marine Aquarium: janderson@cmaquarium.org
- Photos and video available for media upon request

For further information, contact Julia Anderson at janderson@cmaquarium.org or 727-686-3499.

WE BELIEVE in preserving our environment while inspiring the human spirit through leadership in the rescue, rehabilitation, and release of marine life, environmental education, research and conservation.

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