



MEDIA ADVISORY
June 1, 2008

**PRINCESS MONTEREY WHALE WATCHING ORGANIZES RIBBON CUTTING
IN HONOR OF THE 16th ANNUAL WORLD OCEAN DAY**

WHAT: Princess Monterey Whale Watching is renewing its commitment to protect the oceans and raise awareness to the plight of the marine mammals by offering the first Whale and Dolphin Ecotour in the Monterey Bay National Marine Sanctuary, Pacific Explorer Ecotours www.exploremontereybay.com.

Pacific Explorer Ecotours is proud to join leading educational institutions, conservation organizations, and individuals in dozens of countries around the world to celebrate our shared ocean. World Ocean Day – held on or around June 8 of each year – is an opportunity to celebrate our world ocean and our personal connection to the sea.

The ecotour is a 4.5 to 5 hour trip specializing in educating passengers and raising awareness about the various environmental factors affecting the oceans and the animals living in it. Pacific Explorer Ecotours visits the inner harbor, kelp forest and outer bay ecosystems giving the passengers an up close view of the marine life that these ecosystems support and discuss how they all work together to support the entire ocean habitat. Since the oceans are vital component for not only the survival of the marine animals but ours as well Pacific Explorer Ecotours feels it's necessary to work hard to preserve and protect the ocean.

The Ocean Project, an international network of over 750 aquariums, zoos, museums, and conservation organizations including Pacific Explorer Ecotours, is working closely with the World Ocean Network to coordinate activities worldwide under the theme "helping our climate - helping our ocean" with a special focus on coral reefs.

Pacific Explorer Ecotours is adopting World Ocean Day, June 8, 2008, as its "birthday" to celebrate our commitment to the ocean.

WHEN: Sunday, June 8, 2008 5:00pm

WHERE: Aboard the Pacific Explorer located at Princess Monterey Whale Watching 96 Fisherman's Wharf, Monterey, CA

PACIFIC EXPLORER ECOTOURS ORGANIZES RIBBON CUTTING IN HONOR OF THE 16th ANNUAL WORLD OCEAN DAY

WHY: Pacific Explorer Ecotours feels that education is vitally important to conserving the ocean and its wildlife and designating one specific day a year to focus on the ocean and the diversity of life it supports is a step in the right direction to saving this critically important ecosystem. Most people are not aware of the crucial role the ocean plays in maintaining earth's climate and the vulnerability of ocean life to warmer, more acidic, and rising waters as a result of climate change. The international celebration of World Ocean Day and events like ours presents an opportunity for individuals to learn more about our ocean, reflect on the ocean's importance in their lives, take time to do something good for our blue planet, and learn how to take action to protect the ocean in their daily lives.

For More Information:

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