

LIBREVILLE, June 8 (Infosplusgabon) - "According to a press release, overfishing is one of the greatest threats to the health of our oceans, contributing to biodiversity loss, habitat destruction, bycatch of marine species, human rights abuses, and more. It's a global issue that can feel both daunting to overcome and demoralizing to consider."

But today, individuals and businesses finally have a reason to be optimistic.

Throughout June and July, Ocean Wise's seafood program is running its Waves of Change campaign to educate and empower individuals and businesses to take action to help end one of our planet's greatest crises: overfishing.

"The practice of overfishing continues to pose immediate, as well as long-term threats to the health of our oceans," explains Sophika Kostyniuk, Ocean Wise's Director, Fisheries and Seafood. "Not only are ocean habitats, biodiversity and species populations at risk when overfishing occurs, the livelihoods and cultures of tens of millions of people around the globe are also negatively impacted. Every business and every consumer has the power to create positive change by educating themselves and making the right choices every day. Ocean Wise is here to guide you to be an important part of the solution. Together, we can help turn the tide on overfishing."

In June and July, Ocean Wise is asking members of the media and the general public to join us as we share educational resources about the drivers and solutions to overfishing. We will also be highlighting the ways in which Ocean Wise's incredible partners are leading the sustainable seafood movement.

The campaign features a brand-new call to action for all businesses and individuals to pledge to help end overfishing in a number of different ways.

Ocean Wise has been working closely with food service partners and businesses across Canada to identify and take key steps to help end overfishing – and the result has been an inspiring set of actions that give real hope.

This Waves of Change campaign already has over 40 business partners, including Fresh Prep, Save On Foods and White Spot. Many of these partners are running fundraisers to support Ocean Wise's efforts throughout the campaign, as can be found on this list.

Stay up to date with Waves of Change over the coming months and find out how even everyday people can be part of the movement to help end overfishing by making the right consumer choices. Regular updates will be posted on our campaign landing page at: seafood.ocean.org/waves-of-change. (MEDIA CONTACTS: Ocean Wise/ Benjamin Aubé/ pr@ocean.org).

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