



Dear Friend of the Ocean,

Our **Blue Ocean Institute Benefit Gala** will be held a bit earlier this year--October 4th, 2011 at the Lighthouse, Pier 61, in NYC. I hope to see you there!

Since last year's Gala we've been on quite a roll! My TV series is now on PBS, we've introduced thousands more to our FishPhone™ app, received impressive media attention and my two new books were released to rave reviews. We've grown a substantial following through social media and blogged on topics that ranged from the dangers of mercury in seafood and the need for a clean energy future to a sixty-year-old albatross mother who survived the tsunami.

As a result of our outreach, Blue Ocean's influence has expanded beyond all our expectations. The funds raised at this year's Benefit Gala will help us capitalize on the momentum we've gained so far.

By providing critical financial support, you will help us reach a global, diverse audience with our message about the changing ocean, current challenges and practical solutions, and the need to restore living abundance to the seas.

Should you have any questions regarding the event or about Blue Ocean Institute, please do not hesitate to contact me or Institute staff.

I look forward to the pleasure of your company at the **October 4, 2011 Benefit Gala**. Many thanks for your thoughtful cooperation and support!

Warmest regards,

A handwritten signature in cursive script that reads "Carl Safina".

Carl Safina, Ph.D.
Founding President
Blue Ocean Institute