

Protecting Our Environment

Mermaid Helps Save Life In The Ocean

(NAPSA)—When it comes to saving life in the ocean, one new spokesperson may be right in her element.

Ariel from Disney's "The Little Mermaid" is appearing on new public service announcements that share information on how to care for the sea.

Over half the nation's population lives along the coast, while many others visit the ocean each year, yet few Americans are aware that the health of the oceans is currently at risk.

Nor do most know that people can play an important role in keeping the oceans clean, no matter where they live. Marine debris, such as fast food packaging, cigarette lighters/butts/packaging, beverage containers and disabled or waste fishing gear, enters the ocean directly when discarded near the coast or indirectly via rivers, streams and storm drains that ultimately flow into the ocean.

Discarded plastic bags, which comprise over 50 percent of dangerous marine items, are consumed by marine mammals such as sea turtles and whales, leading to choking and starvation.

Thousands of seals, sea lions, whales, dolphins and sea turtles also become entangled in plastic debris and lost fishing lines and nets; this destroys habitats and causes skin lesions, ulcerating wounds, suffocation and death.

The PSAs feature Ariel and Flounder, characters from "The Little Mermaid," discussing the



The ocean truly is "part of our world," says Ariel, in "The Little Mermaid." You can help keep the oceans clean.

beauty of the oceans. The ads remind viewers that no matter where they live, life in the oceans depends on them.

"The good news is that the problem of trash in our oceans is one that can be solved," said Lori Arguelles, president and CEO of the National Maritime Foundation. "As this campaign points out, each of us can make a huge difference by being more aware of how we dispose of our trash. The ocean truly is 'part of our world' and the characters help make that connection, especially to children."

The PSAs encourage viewers to visit a new Web site, www.keepoceansclean.org, to learn how to protect the oceans.

The announcements are being created through a partnership with the National Marine Sanctuary Foundation (NMSF), the National Oceanic & Atmospheric Administration (NOAA), Environmental Defense and the Walt Disney Company.