

NINTH ANNUAL

Go Blue Awards Luncheon



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At Loggerhead Marineline Center, we believe in ocean heroes. That's why we created the annual **Go Blue Awards Luncheon** – to recognize *real people* who promote, implement or contribute to that “blue” lifestyle of ocean conservation.

On behalf of the entire LMC community, we invite you to attend our **Ninth Annual Go Blue Awards Luncheon, presented by Manatee Lagoon – an FPL Eco-Discovery Center** on Friday, Oct. 27 at PGA National Resort & Spa in Palm Beach Gardens, Florida. This annual luncheon is Florida's most prestigious ocean conservation awards ceremony, garnering local, national and international recognition.

This year, the luncheon will feature special guest and keynote speaker **Brian Skerry**. An award-winning photographer for *National Geographic Magazine*, Mr. Skerry is praised worldwide for his aesthetic sense as well as his journalistic drive for relevance. His uniquely-creative images tell stories that not only celebrate the mystery and beauty of the sea, but also help bring attention to the large number of issues that endanger our world ocean and its inhabitants.

Like Mr. Skerry, we believe communication is critical in raising awareness and telling the story of the great work that happens for our oceans. That is why we invite you to join us at the luncheon and consider sharing this story of ocean conservation with your audience. More information on the luncheon and Loggerhead Marineline Center is available inside this media kit.

“Go Blue” is one of Palm Beach County's **most important** conservation events and helps us shed light on Florida's coastal ecosystems, which are invaluable to our state's identity and economy.

If you are a media member that would like to cover this premier luncheon, please contact Hannah Deadman, public relations & communications coordinator, at (561) 627-8280 ext. 124 or hdeadman@marinelife.org. For more information on this event, visit www.marinelife.org/goblue.

Thank you for supporting our mission. We look forward to hearing from you soon.

Warm Regards,

Jack E. Lighton
LMC President & CEO

Lynne Wells
LMC Board Member & Go Blue Awards Co-Chair

The Go Blue Awards Process

Nominations:

The general public was invited to nominate anyone they believed was worthy of a Go Blue Award between July 15 and Aug. 25, 2017.

Establishing Finalists:

An independent panel of judges reviews all nominations within each of the five categories and establishes finalists for each award category. This year's panel of judges includes: **Gary Adkison**, U.S. Shark Foundation director; **Fabien Cousteau**, aquanaut, oceanographic explorer, conservationist and documentary filmmaker; **Greg Marshall**, inventor and scientist, National Geographic Society; **Sally Murray**, daughter of LMC Founder Eleanor Fletcher; **Susan Murray**, Oceana U.S. Pacific deputy vice president, granddaughter of LMC Founder Eleanor Fletcher; **Paul Nicklen**, photographer and marine biologist, National Geographic; **Joel Sartore**, photographer, speaker, author, teacher and 20-year National Geographic Magazine contributor; and **Jim Toomey**, Mission Blue executive director, Sherman's Lagoon Comic Strip creator.



2016 award winners (from left): Brooke Welch, Dr. Derek Burkholder, Jennifer Nolan (accepted on behalf of Louie Psihoyos) Scott Harris, Eric Call.

Awarding the Winners:

Our panel of judges reviews finalists and establishes the winner for each of the five Go Blue Awards categories. Winners within each category are presented with a beautiful Tiffany & Co. crystal trophy at the luncheon.

2017 Go Blue Awards Categories:

- **The Eleanor Fletcher Award**, named for the founder of Loggerhead Marinelifelife Center, recognizes an individual who has exemplified a lifelong, extraordinary commitment to marine conservation through their work or volunteer activities.
- **The Blue Ambassador of the Year Award** recognizes a person who has made significant contributions in marine conservation through volunteer-related activities.
- **The Blue Friend of the Year Award** recognizes someone who has made significant contributions in marine conservation through work-related activities.
- **The Blue Hatchling Youth Award** recognizes a youth K-12 who has made significant contributions in marine conservation through volunteer-related activities.
- **The Blue Business of the Year Award** recognizes a business or nonprofit that has made outstanding contributions toward promoting and encouraging conservation, restoration or preservation of marine life and/or marine ecosystems through their business practices, products or technology.

Previous Award Recipients:

- **Nathaniel Reed**, Everglades Foundation
- **Dr. Guy Harvey**, Guy Harvey Ocean Foundation
- **Dr. Sylvia Earle**, National Geographic Society, Former Chief Scientist N.O.A.A.
- **Dr. Edie Widder**, Ocean Research & Conservation Association
- **Susan Murray**, Oceana Deputy Vice President U.S. Pacific
- **International Game Fish Association**
- **Coral Restoration Foundation**
- **The Breakers Resort Palm Beach**



Longtime Go Blue Awards supporter Brian Skerry to give keynote address at Ninth Annual Go Blue Awards Luncheon

This year, Loggerhead Marinelife Center is proud to welcome special guest and keynote speaker [Brian Skerry](#), who will provide the keynote address at the **Ninth Annual Go Blue Awards Luncheon**.

An award-winning photographer, Brian is praised worldwide for his aesthetic sense as well as his journalistic drive for relevance. His uniquely-creative images tell stories that not only celebrate the mystery and beauty of the sea, but also help bring attention to the large number of issues that endanger our oceans and its inhabitants.

For [National Geographic Magazine](#), Brian has covered a wide range of stories, from the harp seals' struggles to survive in frozen waters to the alarming decrease in the world's fisheries. Both were front cover stories.

Other *National Geographic Magazine* features have focused on subjects such as the planet's last remaining pristine coral reefs, the plight of the right whale, sharks of the Bahamas, marine reserves, sea turtles and squid. His latest cover story about dolphin cognition appeared in the May 2015 issue. He is currently working on his 26th feature story for the magazine.

Mr. Skerry also served as the special guest and keynote speaker for the **Second Annual Go Blue Awards Luncheon** in October of 2010. He has been a wonderful friend to the Center and has supported it by sitting on the distinguished judges panel in past years.



If you are a member of the media interested in interviewing Brian Skerry before the luncheon, please contact Hannah Deadman, public relations & communications coordinator, at (561) 627-8280 ext. 124 or hdeadman@marinelife.org.

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Photos available upon request.

Nominations still open for Loggerhead Marinelife Center's Ninth Annual Go Blue Awards Luncheon, featuring National Geographic photographer Brian Skerry

Loggerhead Marinelife Center will accept [nominations](#) until Friday, Aug. 25 for its prestigious **Ninth Annual Go Blue Awards Luncheon, presented by Manatee Lagoon – an FPL Eco-Discovery Center.**

“When people ask me how the Go Blue Awards Luncheon began eight years ago, I share my favorite quote from Dr. Sylvia Earle, a preeminent ocean conservationist of our time,” said Lynne Wells, LMC board member and Go Blue Awards chair and founder. “She says, ‘*No water, no life; no blue, no green. With every drop of water you drink, every breath you take, you’re connected to the sea, no matter where on earth you live.*’ Dr. Sylvia Earle is an inspiration to me, and that quote was the catalyst for these awards – to recognize those who make a significant difference for our blue planet, which gives life to everything on this earth.”

As Florida’s most prestigious ocean conservation awards ceremony, the Go Blue Awards recognize and award four individuals and one business or nonprofit that **promote, implement or contribute to a “blue” lifestyle of marine conservation and continuously lead the way** in raising awareness and making significant contributions to improve and protect our oceans, beaches and wildlife. Previous award nominees have ranged from the notable conservation efforts of youth, volunteers and individuals to businesses and non-profits and have included top marine scientists and influencers. These recipients exemplify what it means to “go blue” in every aspect of their lives or business.

To nominate a person or business for a Go Blue Award, visit marinelife.org/bluefriends. An esteemed, independent panel of judges will select final candidates for each award, who are announced at the Blue Friends Society Cocktail Social at PGA National Resort and Spa on Thursday, Sept. 21 at 5:30 p.m. Winners are announced **during the luncheon on Friday, Oct. 27** at PGA National.

Nominations are based on the following criteria:

- The **Eleanor Fletcher Lifetime Achievement Award** recognizes a person who exemplifies a lifelong, extraordinary commitment to marine conservation through their work or volunteer activities similar to LMC Founder Eleanor Fletcher
- The **Blue Ambassador of the Year Award** will recognize a person who has made significant contributions in ocean conservation through volunteer-related activities
- The **Blue Friend of the Year Award** recognizes a person who has made significant contributions in ocean conservation through work-related activities
- The **Blue Hatchling Youth Award** recognizes a youth K-12 who has made significant contributions in marine conservation through volunteer-related activities
- The **Blue Business of the Year Award** will recognize a business that has made outstanding contributions toward promoting conservation or restoration of marine life or ecosystems through their practices, products or technology

This year's luncheon will also feature **award-winning National Geographic photographer Brian Skerry** as special guest and keynote speaker. Mr. Skerry is praised globally for his aesthetic sense and journalistic drive for relevance. His uniquely-creative images tell stories that not only celebrate the mystery and beauty of the sea, but also help bring attention to the large number of issues that endanger our world ocean and its inhabitants.

This year's distinguished panel of judges includes **Gary Adkison**, U.S. Shark Foundation director; **Fabien Cousteau**, aquanaut, oceanographic explorer, conservationist and documentary filmmaker; **Greg Marshall**, inventor and scientist, National Geographic Society; **Sally Murray**, daughter of LMC Founder Eleanor Fletcher; **Susan Murray**, Oceana U.S. Pacific deputy vice president, granddaughter of LMC Founder Eleanor Fletcher; **Paul Nicklen**; photographer and marine biologist, National Geographic; **Joel Sartore**, photographer, speaker, author, teacher and 20-year National Geographic Magazine contributor; and **Jim Toomey**, Mission Blue executive director and Sherman's Lagoon Comic Strip creator. WPTV News Channel 5 Meteorologist Glenn Glazer will again serve as the luncheon's introductory host.

To learn more about the Go Blue Awards Luncheon, to purchase tickets or to learn about sponsorship opportunities, visit marinelife.org/bluefriends.

About Loggerhead Marinelifelife Center

Loggerhead Marinelifelife Center is a non-profit sea turtle hospital that promotes conservation of ocean ecosystems with a focus on threatened and endangered sea turtles. The Center features an on-site campus hospital, research laboratory, educational exhibits and aquariums, and also operates the Juno Beach Pier, which hosts world-class fishing and sightseeing. Situated on one of the world's most important sea turtle nesting beaches, Loggerhead Marinelifelife Center is open daily and hosts over 300,000 guests free-of-charge each year. For more information, visit marinelife.org or call (561) 627-8280.

If you are a media member interested in interviewing Brian Skerry, LMC President & CEO Jack E. Lighton, Go Blue Awards Chair Lynne Wells, or any other individual before the luncheon, please contact Hannah Deadman, public relations & communications coordinator, at (561) 627-8280 ext. 124 or hdeadman@marinelife.org.

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