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Dr. Sylvia Earle to accept BLUE's First  
Lifetime Achievement Award for Ocean Advocacy

March 30, 2009 (Savannah, Georgia) — BLUE, the global oceans film festival event, has announced that Dr. Sylvia Earle, widely recognized as one of the world's most influential ambassadors for the oceans, will be the recipient of the festival's first *Lifetime Achievement Award for Ocean Advocacy*. Earle will accept the award in person during the industry awards ceremony on Saturday, June 13, 2009. Industry delegates will have the option to attend a VIP reception for Dr. Sylvia Earle following the awards ceremony.

To further honor Dr. Earle, BLUE will name the lifetime achievement award in her honor going forward. Earle has been a supporter of BLUE from its inception, serving on the festival's global advisory board and as a Founder's Circle member.

Earle has authored more than 175 publications, received more than 100 national and international awards including Time magazine's first "hero for the planet" in 1998, the prestigious TED Prize in 2009, and was instrumental in adding the oceans to Google Earth 5.0. A botanist, biologist, conservationist & entrepreneur, She has transcended many boundaries in her career, including an untethered walk on the sea floor at a lower depth than any other human being. Dr. Earle served as chief scientist for NOAA from 1990-1992 and is currently a National Geographic Explorer-in-Residence.

Former President George Bush credited "a pretty good lecture about life" from Sylvia Earle, following their viewing of a documentary produced by Jean-Michel Cousteau, as having influenced his decision to name the Northwest Hawaiian Islands as a national monument. The monument is one of the world's largest marine preserves and, at the time it was announced, was an unprecedented act of marine conservation.

BLUE will launch its inaugural Industry Film Festival June 11-14, 2009 in Savannah. The purpose of the event is to honor, promote and share films that inspire people to protect our oceans and the life within. BLUE will provide an intimate venue where ocean filmmakers can interact with leaders in the oceans conservation, broadcasting and research fields, lending support to the filmmakers, who provide a critical

role in educating and empowering the public.

Major sponsors for BLUE include Gray's Reef National Marine Sanctuary (host sponsor), Georgia Aquarium and National Marine Sanctuaries Foundation. Other sponsors include Amphibico, AT&T, Savannah Film Commission, OceanFootage.com, Leopold's Ice Cream, Footage Bank HD, Save Our Seas Foundation, Diving Locker Ski Chalet, History Channel, Real Screen Magazine, Bigworld Productions, Spyhop Productions, The Marshall House and The Presidents' Quarters Inn.

Founder's Circle members include, Dr. Sylvia Earle, Elizabeth M. Oxnard, Mr. & Mrs. Howard Morrison, Jr., Mr. & Mrs. Stratton Leopold, Mr. & Mrs. Charles Kinder, Mr. & Mrs. Jim Carswell and Laura Orthwein Vagnone.

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*For more information on BLUE, visit [www.bluefilmfest.com](http://www.bluefilmfest.com) or sign up for festival updates through the BLUE Ocean Film Festival group on Facebook.*

*BLUE Ocean Film Festival is presented by Make A Difference Media, a 501c3 non-profit organization, committed to using the power of film to make a positive impact on important global issues. MADM is headquartered in Tampa, Florida. For more information visit [www.makeadifferencemedia.org](http://www.makeadifferencemedia.org).*