



*'REACHING NEW DEPTHS IN EDUCATION'*

## 2009 COMPANY PROFILE



## **INTRODUCTION**

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Oceans Wild is a remarkable educational experience for people of all ages. We fill school gyms, public spaces, museum galleries and even trade show floors with life size models of marine animals including a 65ft whale, 14ft tall ocean sunfish, 7ft wide jaws from a pre historic shark, and real marine artefacts including whale bones and shark specimens. Our message of ocean conservation comes at a critical time as the world population is increasingly becoming aware that our life on land is directly tied to the health of the ocean, whether we live on the coast or thousands of km's inland.

## **MISSION**

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To educate, excite, and empower the public, particularly youth, about the importance of protecting marine environments while introducing people to life size models and real life stories of our encounters with natural wonders of the world's oceans.

## **WHO WE ARE**

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### **Adam Langley: Co-Founder, Creative Director and Operations Manager**

Having grown up on the shores of the Northumberland Strait and sailing the waters of Atlantic Canada with his family as a youth, Adam has an overwhelming affection for the sea and all its natural wonders. He also has a passion for teaching. These two elements combined led Adam to co-found Oceans Wild Educational Entertainment in 2005 with Captain Art Gaetan. The shared interest of these two marine enthusiasts has grown an educational program into a strong voice for marine conservation and the biggest travelling marine educational experience in Eastern Canada.

In this age of environmental instability, Adam understands the importance of generating awareness of marine issues, especially amongst youth, the future stewards of the planet. After all, we are all indirectly connected to the ocean regardless of our place of residence. Through the continued growth and development of the Oceans Wild Show, Adam hopes to change the old attitude of 'out of sight, out of mind' by putting people in direct contact with ocean issues and marine animals they might not otherwise have a chance to encounter.

The original presenter of the 'Whale Show', Adam has since moved into the role of managing the daily operations of Oceans Wild. The expanding company faces many challenges in its efforts to maximise the shows reach. Through relationship building with clients and sponsors, Adam endeavours to bring the Oceans Wild Experience and important message of marine conservation across the country and beyond.

### **Captain Art Gaetan: Co-Founder, Ocean Adventurer and Presenter**

As the Maritime expression alludes, Art has salt in his blood having grown up fishing lobsters by his father's side from a small coastal community on Cape Breton Island. Spending a great deal of his childhood at sea fostered a tremendous fascination for marine animals, especially sharks. At the tender age of 17 he joined the Canadian Navy with the goal of travelling the world's oceans to further his sea time and experience the diversity of the world's oceans.

For the past 28 years Art has built an incredible repertoire of ocean adventures. His summer months are spent on the water participating in an important study of shark populations off the coast of Atlantic Canada. Captain Art is one of few people worldwide both brave enough and experienced enough to handle the dangerous job of attaching research tags to real live sharks! The tagging of these animals helps researchers trace their whereabouts throughout the world's oceans, measuring their health and growth in an attempt to understand more about the top of the ocean food chain. Spending every day of the summer on the water puts Captain Art in a unique position. While tagging sharks he is surrounded by the diversity of ocean life inhabiting Atlantic Canadian coastal waters. Daily encounters have included fin whales, right whales, killer whales, dolphins, leather back turtles, ocean sunfish, and a variety of shark species including blue sharks, porbeagle, mako and even a couple great white sharks! However, other daily encounters involve a barrage of garbage including balloons, plastic bags, damaged fishing gear, and a variety of other pollutants threatening the health of our marine environments. Through the Oceans Wild Educational Experience Captain Art brings his wealth of ocean knowledge and contagious enthusiasm to thousands of audience participants, helping people of all ages understand the fragility of the ocean environment and what we all can do to ensure its well being.

## **REAL LIFE EXPERIENCES**

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The greatest strength of the Oceans Wild Crew lies in the fact that we bring real life experiences to our audiences. Our summers are spent on the water, encountering marine animals in their natural habitat. Oceans Wild crew receive the ultimate “on the job training”, tagging and releasing live sharks while observing and documenting whales and other marine species from sunfish to star fish. These experiences are what make us different and serve to capture the imaginations of our audiences. Our presentations and exhibits empower visitors to learn more about topics discussed while giving them the tools necessary to ensure they leave a positive footprint on their own local environment.

### **Science @ Sea**

Through partnerships with universities, marine biologists, and fishermen, Oceans Wild is able to participate in on-going studies of marine species and bring important findings to their audiences.

### **Research Partners and Friends of Oceans Wild include:**

- Bedford Institute of Oceanography, Dartmouth, Nova Scotia
- Queens University, Belfast, Ireland
- APEX Predator Program, Narragansett, Rhode Island
- Grand Manan Whale and Seabird Research Station, Grand Manan, New Brunswick
- Blue Shark Charters (catch and release shark tagging operation) Eastern Passage, Nova Scotia

### **Inshore Ocean Access**

Oceans Wild crew explore both the inshore and deep waters of Atlantic Canada. Our trailer-able 19ft Boston Whaler gives us tremendous research capability throughout Atlantic Canada. A seasonal exploration of waterways gives Oceans Wild the opportunity to experience a diverse variety of marine species and measure the health of marine environments first hand. Our adventures are documented through video and photographs which accent our off season shows and presentations. During the summer of 2008 our crew explored the waters of the Northumberland Strait, Cape Breton’s Bras d’or Lakes, as well as the inner and outer reaches of Halifax Harbour and its approaches.

### **Offshore Ocean Access**

Oceans Wild also has the opportunity to reach deep offshore waters through a partnership with Blue Shark Charters, a catch and release shark tagging operation. *Dig It*, Blue Sharks’ 34ft vessel is Oceans Wild’s window to the offshore. The vessel is not your typical charter boat but rather a scientific platform, responsible for helping clients, crew, and researchers gather important information about the species of sharks encountered. Sharks are not killed. Instead they are carefully brought onboard, measured, tagged, DNA sampled, photographed and then released – leaving tagging participants with the ultimate trophy – making a difference in the world in which we live by being part of a scientific process. This is rewarding for all involved and provides Oceans Wild with unprecedented access to research information.

## **OCEANS WILD SCHOOL PRESENTATIONS (K-12)**

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The Oceans Wild Crew perform a main ocean presentation in 4, one hour time slots from a school gym – turning the gym into an aquatic adventure for the day (classes are broken down by grade levels to attend a 1hr show geared to their age and grade level). Presentations are punctuated with life size models of marine animals including a huge 65ft life-size fin whale that students are able to walk through at the shows conclusion! Shows are delivered by Captain Art Gaetan, who specializes in scientific research of sharks and other marine creatures off the coast of Atlantic Canada during the summer season. Art captivates audiences with his real life tales of on water adventures as he performs a dangerous but critically important task of finding, handling, tagging, and releasing real live sharks! Tagged sharks help scientist and marine biologist measure the health of arguably the most important creature in the sea. Without sharks keeping the ocean in balance, food chains would collapse, with the end result being a threat to the production of oxygen needed for us to breathe! Through the Oceans Wild Show students gain a greater insight into what we can all do on a daily bases to ensure the welfare of the world’s oceans and the creatures who live within.

With support from Kodak Canada, all students and staff receive a 5x7 colour class photo printed onsite (subject to permission from schools to take class photos). We also have terrific pre and post visit activity packages aligned to school curriculum. More detailed visit information is sent to clients upon booking confirmation.

### **Oceans Wild School Experience Highlights:**

- Full day school visit divided into 4, 1hr shows for specific grade levels starring ‘Sharkman’
- Life size models and real specimens of marine life
- Curriculum aligned activity packages for pre or post visit use within the classroom
- A 5x7 colour class photo for all students and staff
- A music DVD for the school with pictures of show highlights taken during the visit
- School entered into a draw for a Kodak Digital Camera Package (includes a camera, printer, and digital picture frame)

## **OCEANS WILD PUBLIC EVENT APPEARANCES**

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Public Appearances Include:

- Museum Exhibit
- Trade Show Attraction
- Festival Event
- Mall Show
- Keynote Speaker

Oceans Wild is available to help draw more visitors to public events while broadening the reach of the company's important message of marine conservation.

### **Oceans Wild Public Event Experience Highlights:**

- Life size models and real specimens of marine life
- Opportunity for scheduled presentations introducing audiences to marine life and the importance of marine conservation
- Interactive exhibit with Oceans Wild staff available to field questions
- Oceans Wild tattoos for visitors
- Opportunity for members of the public to have their photo taken and receive a copy
- Opportunity for the public to contribute to a marine charity cause

## **OCEANS WILD CHARITY INVOLVEMENT**

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Oceans Wild endeavours to assist charities or programs related to marine conservation. At our public event appearances the general public have the opportunity to have their picture taken inside our life size Megalodon shark jaws. Their picture is printed on the spot and given to them at no charge – instead we accept donations of any amount which are used to fund on water research and adopt endangered North Atlantic Right Whales on behalf of the event. An official adoption certificate is given to the event organizers with a copy posted on oceanswild.com in recognition of the publics' contribution to protecting one of the oceans most endangered animals.

### **2009 Oceans Wild Sponsored Charity**

- Grand Manan Whale & Seabird Research Station

The Grand Manan Whale & Seabird Research Station (GMWSRS) exists to address concerns about marine conservation in the Bay of Fundy. The station specializes in the release of accidentally entrapped Harbour Porpoises and Whales from fishing gear. It is also a leader in research of the endangered North Atlantic Right Whale.

GMWSRS programs are designed to educate, to discover new facts, to develop alternatives and to make a difference.

- The Grand Manan Whale & Seabird Research Station Ltd. is a registered charity located in New Brunswick, Canada, on Grand Manan Island in the Bay of Fundy.

## **WHAT PEOPLE ARE SAYING ABOUT OCEANS WILD**

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### **EDUCATOR TESTIMONIALS**

From all accounts both students and staff provided only positive remarks. For a staff with high expectations, their comments are genuine and convey an accurate testament to the calibre of your program. Staff and students really enjoyed the displays, manner of presentations, and life size replicas. Excellent show designed for lasting impressions.

*Andrew Clark, Principal, Miramichi Rural School, Miramichi, New Brunswick*

Our whole school of 646 students had the opportunity see the presentation. The staff and students thought it was great. Interesting to all ages and presenters were very knowledgeable and professional in their delivery. Great bang for your education dollar!

*Danny Berry, Principal, St. Andrews Middle School, Antigonish, Nova Scotia*

Wow! is the best way to describe your presentation at West Riverview last week. My students were fascinated by both elements of the presentation, as were I and my teacher assistant. I highly recommend this presentation to other schools. It is a fun, engaging, authentic learning experience that my students were still raving about the next day. My only regret is that we hadn't taken advantage of this opportunity before now. Way to go, excellent job!

*Nick Mattatall, West Riverview School, Riverview, New Brunswick*

### **STUDENT TESTIMONIALS**

Dear Oceans Wild,

Mr. Greaves grade 4B class from Cusack School in Sydney, Nova Scotia would just like to say your presentation was out of this world. Your presentation was a great way to show us things about sharks and whales. The blow up whale taught us how it works. We learned a great amount of detail about whale and shark habitats. The plastic shark (Harry) was an excellent example of the hammer head shark. It was wonderful that you didn't have to kill the shark to show us. Thanks for taking the time to come to Cusack Elementary School!

*Mr. Greaves 4-B Class, Cusack School, Sydney, Nova Scotia*

### **PUBLIC EVENT TESTIMONIAL**

The Shops of Confederation Court Mall felt that having the Oceans Wild Experience on display brought a huge crowd to the mall, giving patrons (especially kids) something new and exciting to check out and provided an educational experience for everyone.

Karen Wortman, Marketing Coordinator, The Shops of Confederation Court Mall, Charlottetown, PEI

## **CONTACT**

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