



Sir Richard Branson Joins 'Kitters' To Boost Ocean Conservation

Jackson Browne, Dr. Sylvia Earle, and Rob Stewart expected to walk the 'Blue Carpet' at The Ocean Gala

Sir Richard Branson delivering the keynote address at last year's inaugural Ocean Gala.
Photo credit: Ruprecht Studios.



SAN FRANCISCO, Sept. 7, 2016 -- Luminaries **Sir Richard Branson**, **Jackson Browne**, Mission Blue heroine **Dr. Sylvia Earle**, and Sharkwater creator **Rob Stewart** will attend The Ocean Gala, a benefit for ocean conservation in San Francisco on December 3, 2016.

The second annual Ocean Gala (#TheOceanGala) organized by MaiTai Global and OceanElders brings together global leaders in business and kiteboarding communities for a fundraiser to raise awareness and support for ocean causes. The evening will include a live and silent auction, and feature a special performance from the **San Francisco Ballet**, and world renowned dancer, **Yuan Yuan Tan**.

"We are once again pleased to bring together such a passionate group of men and women in a collective effort to protect and celebrate the ocean and its wildlife," said kiteboarding champion and MaiTai Global co-founder Susi Mai, who together with Bill Tai, harness the strength and unity of the kiteboarding and tech communities to generate awareness for this cause.

Sir Richard Branson, founder of Virgin Group and an Ocean Elder, will be the keynote speaker for the gala to benefit organizations Mission Blue, OceanElders, the CleanOceanProject, and others. An avid kiteboarder, Branson is deeply involved with marine conservation issues and believes "you can't beat getting wet and raising awareness for ocean causes at the same time." Last year's inaugural event raised over \$600,000.

The Ocean Gala will also feature the Extreme Virtual Reality Challenge award. VR Fest and Extreme Tech Challenge are calling all virtual and augmented reality content creators to use their creativity to support environmental causes focusing on the ocean and its ecosystems. The winner will be awarded \$10,000 in cash and a chance to attend The Ocean Gala as well as the VR Lounge on Necker Island. For submission rules, deadline and an online registration form, visit: <http://bit.ly/ExtremeVRChallenge>.



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The gala is funded in part by: Other World Computing, Bitfury, Virgin Unite, Fairwarning, and Events.com. Sponsorship packages are available.

For more information and opportunities to bid on auction items visit:
www.theoceangala.com

Tickets to The Ocean Gala are by invitation only.

MaiTai Global, founded by Susi Mai and Bill Tai, is a group of extraordinary entrepreneurs, innovators and athletes whose collective passion of kiteboarding brings them together. They combine their network and resources to help each other achieve professional success, while fueling philanthropic activities around the world. www.maitaiglobal.com #maitaiglobal

OceanElders, founded by Gigi Brisson, is an independent group of global leaders who have joined together to serve as a catalyst in the conservation and protection of the ocean. These individuals use their collective influence, supported by science, to preserve its ecosystem and biodiversity. Notable members include Dr. Sylvia Earle, Jim Cameron, Ted Turner, HSH Prince Albert II, Jackson Browne, HM Queen Noor, Dr. Bertrand Piccard, E.O. Wilson, Wade Davis, Gerry Lopez, and Jean-Michel Cousteau. www.oceanelders.org @oceanelders

CONTACT: BryteBox Consulting
Valentina White (954) 593-4706
vwhite@bryte-box.com