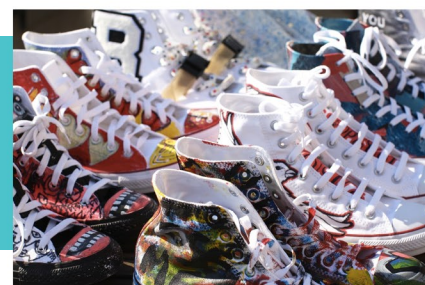


Artists And Entrepreneurs Come Together To Create One-Of-A-Kind Converse 'Chucks' And Raise Awareness For Ocean Conservation

Sir Richard Branson, Patrick Dempsey, Domingo Zapata, Emilio Perez, Dee & Ricky, Alison Mosshart, Andre Saraiva, Jose Pasillas, Uri Dotan, Leo Fitzpatrick, Sam Snyder, to participate in creation of shoes auctioned off at The Ocean Gala

Custom designed #OceanChucks raise awareness for #oceanconservation via #TheOceanGala 's auction.



SAN FRANCISCO, Dec. 1, 2016 -- Select artists, celebrities, and entrepreneurs are helping raise awareness for ocean conservation through a Design Collaboration with Converse, in which each of them will custom design a pair of Converse Classic Chuck Taylors. Participants include entrepreneur Sir Richard Branson, actors Patrick Dempsey and Leo Fitzpatrick, The Kills singer-songwriter Alison Mosshart, Incubus drummer Jose Pasillas, designers Dee & Ricky and Sam Snyder, as well as world-renowned artists: Domingo Zapata, Emilio Perez, Uri Dotan, and Andre Saraiva. These one of a kind shoes will be auctioned off to raise funds for ocean conservation during the silent auction launching November 17th, 2016 for this year's Second Annual Ocean Gala in San Francisco on December 3, 2016, produced by MaiTai Global and OceanElders.

This collaboration, giving a unique crop of artists an opportunity to express their dedication to the cause, is organized by Colette Young, Director of the Live and Silent Auction for the gala, who notes, "All these influential people coming together to create their own signature Chucks just underscores how vital it is for us to bring together people from all types of communities to stand up for ocean conservation efforts. Richard mentioned last week on his blog that we need to, "...help move the world's leading economies from climate talk to climate action and to conserve the ocean from irreparable damage – perhaps two of the most daunting challenges the world has ever faced."

Los Angeles Artist and Musician Jose Pasillas designed one of the pair of Chucks and states, "I'm thrilled to be a part of The Ocean Gala Converse Collaboration because I'm an avid supporter of environmental conservation efforts. My concept is one of nature—water and life—which we must fight to protect."



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Alison Mosshart, musician from duo The Kills, enjoyed the process: "I harked back to that time as a child when everything is to be decorated, made unique, an expression of self. I had a day off on tour in Lisbon and sat on my hotel porch with the few art supplies I had, and started to draw. These shoes are covered in crowds, and conversations, amongst strangers. They are a coming together of people from all walks."

The signature Chucks will be available to bid on through the Ocean Gala's auction website, 501 Auctions, up until the Gala on December 3rd, 2016. A special thanks to Gabriel Schillinger and Jessica Stam for developing the Converse Collaboration opportunity. The auction goes live online at www.501auctions.com/theoceangala on November 17th, 2016, and other auction items include donations from Sir Richard Branson, Oliver Stone, Josh Groban, and The Fray.

The Ocean Gala, organized by MaiTai Global and OceanElders, brings together global leaders in the business and kiteboarding communities for a fundraiser to support ocean causes. The evening will include a live and silent auction, the announcement of the VR Challenge winner, and a performance by the San Francisco Ballet. This year's gala hails attendees hail from over seven countries and include Sir Richard Branson, Dr. Sylvia Earle, Dr. Bertrand Piccard, Rob Stewart, and Captain Don Walsh. Launch parties will be held in Los Angeles (hosted by: Permacity), San Francisco (hosted by: Modernist Club) and New York City (hosted by: Daniel Bernstein & Associates). Sponsors include: Virgin Unite, Other World Computing, Piaget, Macsales.com, Bitfury, Fairwarning, Setili & Associates, Events.com, Nowboat, Breathometer, Unofficial Cardboard, Ultra Capital, Tutor Group, and Know Audio.

www.theoceangala.com #TheOceanGala #OceanChucks

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. 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. Notable members include Dr. Sylvia Earle, Sir Richard Branson, Captain Don Walsh, Jean-Michel Cousteau, Jim Cameron, Ted Turner, Jackson Browne, Dr. Bertrand Piccard, E.O. Wilson, Wade Davis, and Gerry Lopez. www.oceanelders.org #OceanElders

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