

DIVERGE



Artists And Entrepreneurs Come Together To Raise Awareness For Ocean Conservation

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On December 3rd, you can save the ocean and bid on a one of a kind pair of Converse Classic Chuck Taylors designed by influential people such as 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 custom designed 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, according to a press release.

The gala will be held at Palace Hotel in San Francisco on December 3, 2016 and is produced by MaiTai Global and OceanElders. The evening will include a live auction, the announcement of the VR Challenge winner, and a performance by the San Francisco Ballet.

The auction will also include items such as, a One-on-One with Richard Branson, 6 Night Stay on Necker Island with MaiTai Global for two, Virgin Galactic Tour, Dive with Oceanographer, Dr. Sylvia Earle, 4 Tickets + Backstage Passes to 'The Great Comet' on Broadway starring Josh Groban, Piaget Polo S steel watch, and Five nights aboard Richard Branson's Catamaran Necker Belle for four couples.

"Now, more than ever, it is our duty to protect our oceans from irreparable damage," Colette Young, Entrepreneur at MaiTai and auction coordinator told DIVERGE. "We have bound together with members from both our communities in MaiTai Global and OceanElders to support this mission and we are utilizing our collective clout in business and in life to help propel this mission forward."

"With that, we strive and look forward to making a difference in conserving our oceans," Young explained.

The proceeds from the Ocean Gala benefit, OceanElders, so they can continue to advocate for change at the highest levels of policy-making bodies in countries all over the world. Their work primarily focuses on the protection of the high seas, reduction of destructive fishing practices, and the creation of marine protected areas.

Proceeds from the gala also help support MaiTai Global, which provides grants to nonprofits doing meaningful programs for the ocean, and conducts world-wide events to promote entrepreneurs, dynamic partnerships, and cutting edge technology companies. These events revolve around the common affinity towards the sport of kiteboarding, which sets the stage for lasting bonds amongst MaiTaiers.

“We are proud to support one of the most prominent global leaders in conservation and Ocean Elder, Dr. Sylvia Earle, and the Mission Blue Hope Spot Initiative,” said The Ocean Gala Chair Maria Stermer.

Young explained that the pledge to Mission Blue comes on the heels of several major advancements to create marine protected areas, including the announcement by President Obama to expand Papahānaumokuākea Marine National Monument in Hawaii creating the world’s largest marine protected area. Currently less than four percent of the ocean is protected in any way, and less than one percent is designated a “no-take” zone.

“There is still time to act if we make the next decade and century count for the ocean and wildlife within it,” said Dr. Sylvia Earle. “This generous \$100,000 grant will fund voyages that explore our most critical ocean habitats to create awareness, foster partnerships and build public support for the creation of marine protected areas ‘Hope Spots’ across the globe.”

Young added, “Richard Branson recently said, “It is up to all of us to shape the world we live in,”

“Our goal with the Ocean Gala is to educate our communities on what is going on with the ocean, and have them leave the gala with concrete actions on what they can do about it.”