



AARDMAN ANIMATION GETS TOASTED BY THE SAVE OUR SEAS FOUNDATION

A summer's day on a crowded beach: shrieks of delight and joy sound the air as children splash and play in the ocean. The happy, family scene turns sour as a woman screams and panic ensues. People swim frantically for the shore, the beach is stampeded, and a baby, almost trampled in the chaos, cries. An ominous shape appears – a toaster floats towards the panicked spectators, its triangular corner bobbing above the surface, and the audience gasps as reality hits the screen: "Last year 791 people were killed by faulty toasters. Only 4 by sharks. Rethink the Shark".

Tensions were high at the Hollywood-style Gala Panda Awards Ceremony in Bristol last week, and celebrity hosts Joanna Lumley and Steve Leonard only added to the pressure. SOSF's 'Rethink the Shark' was up against a very witty, fish-guzzling, fast pedaling penguin and energy saving polar bear by Bristol's own triple-Oscar winning Aardman Animation Ltd. in the campaign films category. The toaster won the day and SOSF swept the award away. World-renowned marine biologist and oceanographer Dr Sylvia Earle presented the Panda, the most prestigious award in natural history filmmaking, to Chris Clarke, Director of SOSF, at the "Oscars" of the wildlife film industry in Bristol last week.

The film, part of an awareness campaign driven by the Save Our Seas Foundation, urges people to 'Rethink the Shark'. It challenges the media-driven public perception of sharks as man-eaters to looking at these key ocean predators in their real light. Humans kill over 100 million sharks each year. Most face a painful death as their fins are barbarically sliced off while they writhe in pain, eventually dying from blood loss and lack of oxygen. SOSF is a non-profit research and education organization that is dedicated to raising awareness about the state of our oceans and highlighting the negative consequences of removing sharks and rays from the marine ecosystem.

The Panda Awards are part of Wildscreen, the leading wildlife filmmaking festival that attracts delegates from around the globe who work in film, television and the press, as well as those actively involved in working to conserve the environment. Hundreds of individuals and organizations enter their films to be considered for the highest accolade in wildlife filmmaking. The Panda Award recognizes SOSF's role in education and raising awareness on marine conservation issues through short films and documentaries. SOSF, in partnership with Saatchi and Saatchi, used humour and wit to create a film that ends a stereotypical 'Jaws'-like scenario with an ironic twist. Drawing from its scientists around the world SOSF's HD films are based on cutting edge research and designed to educate, delight and inspire the audience to take action and conserve our marine environment.

For more information go to www.saveourseas.com or email sam@saveourseas.com