



The End of the Line

The Save Our Seas Foundation supports The End of the Line, June 8th 2009.

**Imagine a world without fish. Imagine the global consequences.
This is the future if we do not stop, think and act.**

Visit the [End of the Line website](#) to see the screenings near you. This is your opportunity to pose questions to leading marine biologists and learn more about what you can do to help stop the demise of our oceans.

The End of the Line, the first major feature documentary film revealing the impact of overfishing on our oceans, and it is coming to UK cinema screens on World Oceans Day - June 8th.

Based on the book The End of the Line by Charles Clover, the film dramatically exposes the impacts of fishing on marine life, the plight of species such as bluefin tuna, and the profound implications of a future world with no fish. **A key message from the film is that individuals are part of the solution and their actions can help bring the necessary change.**

[Dr Rupert Ormond](#), the chief scientist of the **Save Our Seas Foundation**, will be leading a question and answer session at the Cameo Cinema in the centre of Edinburgh following the showing of the feature film.

Dr Ormond's particular expertise is centered on the ecology and behaviour of fishes, coastal zone planning, establishment and management of national parks and protected areas, monitoring of coral reefs and associated habitats and the assessment of environmental impacts. He has a particular interest in the overall functioning and management of coastal ecosystems, particularly coral reefs.

Scientists predict that if we continue fishing as we are now, we will see the end of most seafood by 2048.

How you can help Save Our Seas:

1. **Watch The End of the Line:** To locate your nearest screening visit www.endoftheline.com
2. **Ask before you buy:** Only eat sustainable seafood - refer to seafood guides such as the [Good Fish Guide](#).
3. **Tell politicians to:** Respect scientists' advice and cut the fishing fleet
4. **Help the Save Our Seas Foundation:** Save our sharks and help keep the oceans healthy - www.saveourseas.com/help

For more information please contact:

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About The End of the Line

The film examines the imminent extinction of bluefin tuna, brought on by increasing western demand for sushi; the impact on marine life resulting in the huge overpopulation of jellyfish; and the profound implications of a future world with no fish that would bring certain mass starvation.

Filmed over two years, *The End of the Line* follows the investigative reporter Charles Clover as he confronts politicians and celebrity restaurateurs, who exhibit little regard for the damage they are doing to the oceans. One of his allies is the former tuna farmer turned whistleblower Roberto Mielgo – on the trail of those destroying the world's magnificent bluefin tuna population.

Filmed across the world – from the Straits of Gibraltar to the coasts of Senegal and Alaska to the Tokyo fish market – featuring top scientists, indigenous fishermen and fisheries enforcement officials, **The End of the Line is a wake-up call to the world.**

The End of the Line chronicles how demand for cod off the coast of Newfoundland in the early 1990s led to the decimation of the most abundant cod population in the world, how hi-tech fishing vessels leave no escape routes for fish populations and how farmed fish as a solution is a myth.

The film lays the responsibility squarely on consumers who innocently buy endangered fish, politicians who ignore the advice and pleas of scientists, fishermen who break quotas and fish illegally, and the global fishing industry that is slow to react to an impending disaster.

The End of the Line points to solutions that are simple and doable, but political will and activism are crucial to solve this international problem.

We need to control fishing by reducing the number of fishing boats across the world, protect large areas of the ocean through a network of marine reserves off limits to fishing, and educate consumers that they have a choice by purchasing fish from independently certified sustainable fisheries.

About the Save Our Seas Foundation

The Save Our Seas Foundation is a non-profit organization that establishes and supports scientific research and educational projects focused on the need to preserve and protect our world's oceans. Its initiatives provide key information about the importance of maintaining the delicate ecological balance in marine ecosystems. In particular, it aims to learn more about the role sharks and rays play as top predators in the marine environment, and highlights the consequences of removing them. The organization holds an all-encompassing approach to marine conservation. It supports research projects, which have direct conservation outcomes and then implements conservation measures. It aims to raise awareness, spread knowledge and inspire people to appreciate the intricate nature of how we are all bound to the health of the sea, teaching the children of today to be custodians of our marine world tomorrow.