

Oceana and Blancpain Announce Exclusive Partnership

Prestige Swiss watchmaker supports ocean conservation group’s advocacy efforts to restore marine ecosystems. This three-year partnership includes an expedition to Mexico’s Scorpion Reef, a UNESCO biosphere reserve.

Oceana, the largest international organization dedicated solely to ocean conservation, has announced Blancpain as its exclusive watch partner, working together to further Oceana’s campaigns to restore ocean abundance and Blancpain’s commitment to ocean exploration and conservation.

For more than 65 years, since the 1953 launch of the world’s first modern diving watch, the Fifty Fathoms, Blancpain has enjoyed historical links to the ocean. Through its Blancpain Ocean Commitment, the Manufacture has co-financed 19 major scientific expeditions, celebrated its role in doubling the surface of marine protected areas around the world, and presented several award-winning documentary films, underwater photography exhibitions and publications.

“We are grateful to Blancpain for the support,” said Andrew Sharpless, CEO of Oceana. “Blancpain’s backing will help our campaign teams win science-based management of our seas – including stopping overfishing, plastic pollution and loss of biodiversity – and add to the hundreds of policy victories already won and nearly 4 million square miles of ocean protected. Together, we can save the oceans and feed the world.”

As part of the partnership, Oceana and Blancpain will lead an expedition in the summer of 2021 to Arrecife Alacranes (Scorpion Reef), the largest reef in the southern Gulf of Mexico. It has been designated by UNESCO as a biosphere reserve and the Mexican government established it as a National Park, home to more than 500 species of fish and 34 species of coral. A recent study identified Arrecife Alacranes as a reef that is healthy and diverse enough to have a better chance at surviving the effects of climate change.

Despite the reef’s current biodiversity and resiliency, there are very few rules in place to protect the habitat from destructive fishing. During the expedition, Oceana and Blancpain will document the reef and marine life present with underwater photos and video and cutting-edge science, including eDNA analysis and 3D photomosaic modeling. Oceana will then use these findings to campaign for the Mexican government to provide further protections for the reef.

“Blancpain is thrilled to partner with Oceana, whose work for ocean preservation and restoration is remarkable,” said Marc A. Hayek, President & CEO of Blancpain. “I truly believe that protecting the underwater world depends upon an informed public. Raising awareness of these issues through support of scientific projects is an essential component of Blancpain Ocean Commitment. We are looking forward to working hand in hand with Oceana’s team on the Arrecife Alacranes expedition, and to help emphasize the importance of strengthening protection for this major reef in the southern Gulf of Mexico.”

“Arrecife Alacranes is a Mexican treasure that provides an ideal habitat for fish to feed and spawn, a key step to rebuilding marine ecosystems and ocean abundance,” said Renata Terrazas, vice president of Oceana in Mexico. “With adequate protections put in place, we can ensure this beautiful reef thrives well into the future.”

Oceana announced its partnership with Blancpain at Oceana’s annual New York Gala that raised more than \$1.2 million for ocean conservation. As an Atlantic Ocean sponsor of the event, Blancpain donated their Fifty Fathoms Ocean Commitment III watch for private auction.

About Oceana

Oceana is the largest international advocacy organization dedicated solely to ocean conservation. Oceana is rebuilding abundant and biodiverse oceans by winning science-based policies in countries that control one-third of the world’s wild fish catch. With more than 225 victories that stop overfishing, habitat destruction, pollution, and the killing of threatened species like turtles and sharks, Oceana’s campaigns are delivering results. A restored ocean means that 1 billion people can enjoy a healthy seafood meal, every day, forever. Together, we can save the oceans and help feed the world. Visit www.oceana.org to learn more.

About Blancpain

Founded in 1735 by Jehan-Jacques Blancpain in the Swiss Jura, Blancpain is known as the world’s oldest watch brand. Loyal to its tradition of innovation and confirmed by countless horological complications invented over the years, the Manufacture is constantly pushing the boundaries of watchmaking to take this art to places where it has never been before.

Exploration and preservation of the world’s oceans is at the core to Blancpain. With its legacy of the Fifty Fathoms – the first modern diver’s watch – extending over almost 70 years, Blancpain has become close to the explorers, photographers, scientists, and environmentalists who treasure this precious resource. With that affinity has come a determination to support important activities and initiatives dedicated to the oceans.

For more information, visit www.blancpain.com and www.blancpain-ocean-commitment.com.