

## **Blancpain strengthens Ocean Commitment with Ocean Photography Awards partnership**

**Prestigious and pioneering watchmaker, Blancpain, is to partner with the Ocean Photography Awards, becoming the competition's Main Partner for 2021.**

The partnership represents a continuation of the Swiss Brand's commitment to the pursuit of a healthier ocean. It also pays homage to the significant historical links Blancpain has with the ocean, having launched the world's first modern diving watch, the Fifty Fathoms, in 1953 – a landmark moment in its near 300-year history. Collaborations with ocean explorers, marine scientists and boundary-pushing underwater photographers have typified the 70 years since – as has the company's support for ocean conservation initiatives, resulting in the protection of more than four million km<sup>2</sup> of the ocean. The Ocean Photography Awards is the next addition to the Brand's rich ocean story.

The Ocean Photography Awards have a simple mission: to communicate the beauty of the ocean, as well as the many perils it faces. The Awards are inclusive, open to all photographers (amateurs and professionals, divers and surfers, young and old) and are a celebration of the talent and commitment of the ocean photography community around the world. The Awards are a platform through which ocean artistry is shared with millions – art that is enjoyed and discussed, art that puts the ocean centre stage in people's hearts and minds.

Will Harrison, founder of the Ocean Photography Awards, said: "We are delighted and humbled to have Blancpain partner with us for 2021. Blancpain's commitment to ocean exploration and conservation is part of its fabric, its identity – a passion and pursuit that has seen it achieve significant ocean conservation wins and exploration firsts over many years. That ocean authenticity and integrity are a very welcome addition to OPA2021."

Marc A. Hayek, President and CEO of Blancpain, said: "The Blancpain Ocean Commitment centres on the principle that people can only respect and protect what they love, and can only love what they know. In continuation of the Fifty Fathoms' role in the opening up of the underwater world, Blancpain has been supporting those who best raise awareness of ocean issues and especially those who convey a positive message insisting on the inspiring beauty of what is intact. Thus, we are proud to become Main Partner of the Ocean Photography Awards, which aim at sharing the oceans' hidden wonders and their importance for life on Earth."

The Ocean Photography Awards 2021 are officially launched and open for entries. Winners, including the overall winner – the Ocean Photographer of the Year™ 2021 – will be announced in September 2021. A stunning London exhibition will follow in the same month.

The full judging panel, made up of members of the SeaLegacy Collective, is: Paul Nicklen, Cristina Mittermeier, Shawn Heinrichs, Andy Mann, John Weller, Ami Vitale and Andre

Musgrove. More information on each of the judges can be found on the Ocean Photography Awards website.

The Ocean Photography Awards are produced by Oceanographic Magazine, in support of ocean conservation charity SeaLegacy.

**Supporting images:**

- Supporting images, by finalists from the 2020 Awards, can be found on the Blancpain Press Lounge.
- Images to be used strictly to support articles regarding the Ocean Photography Awards.
- Photographers must be credited accordingly.

**Links and information:**

- [www.oceanographicmagazine.com/opa](http://www.oceanographicmagazine.com/opa)
- [www.blancpain-ocean-commitment.com](http://www.blancpain-ocean-commitment.com)
- [www.blancpain.com](http://www.blancpain.com)