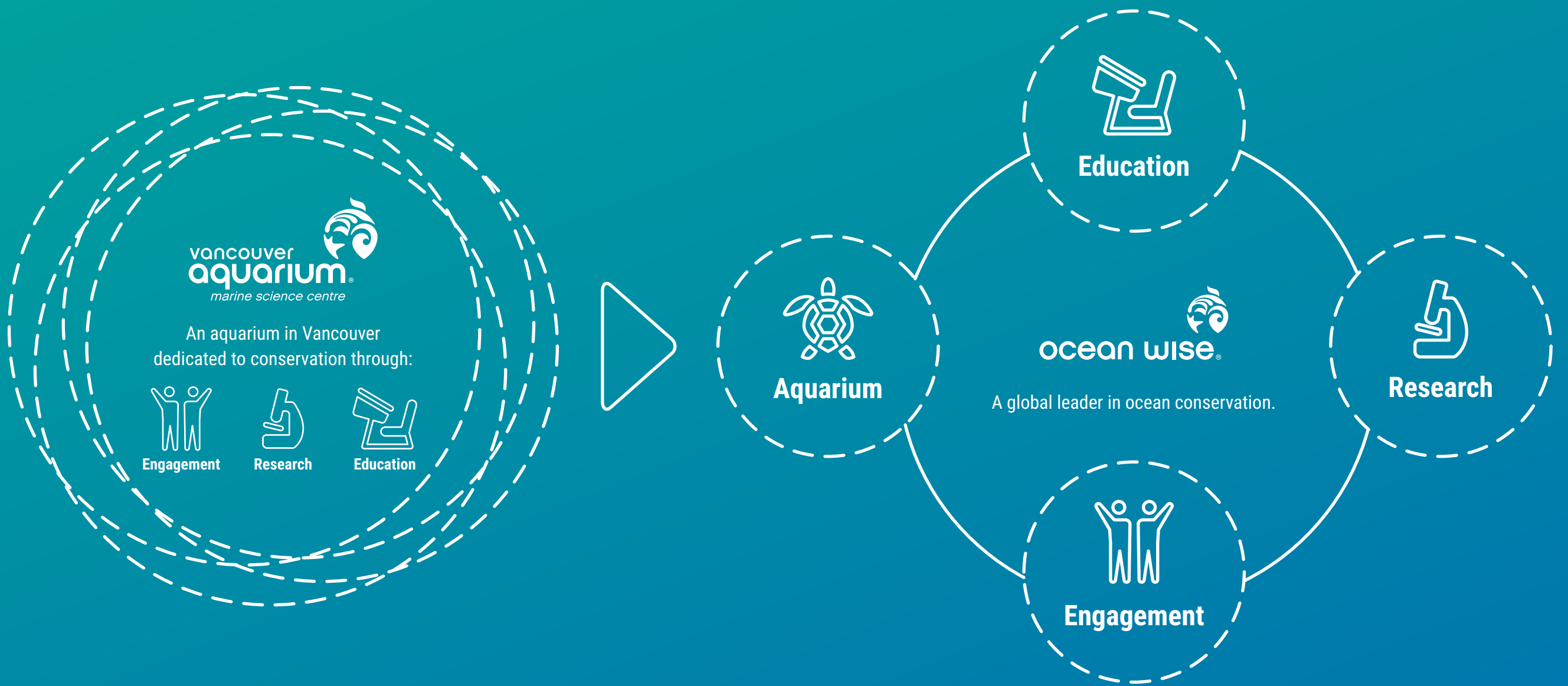


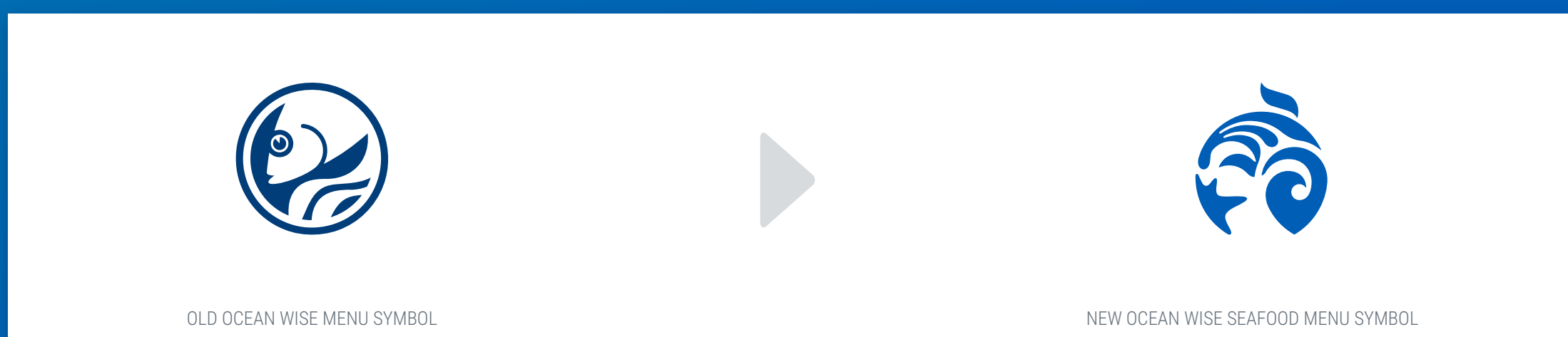
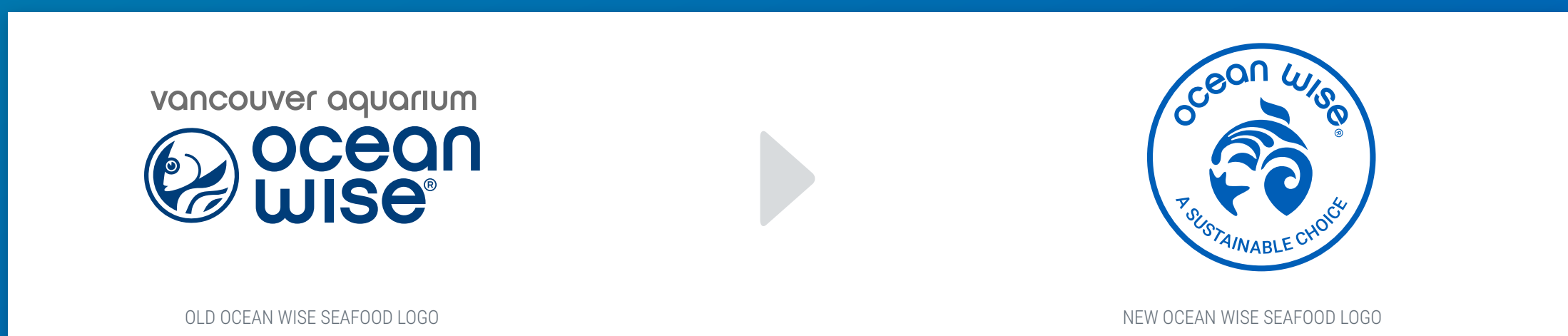
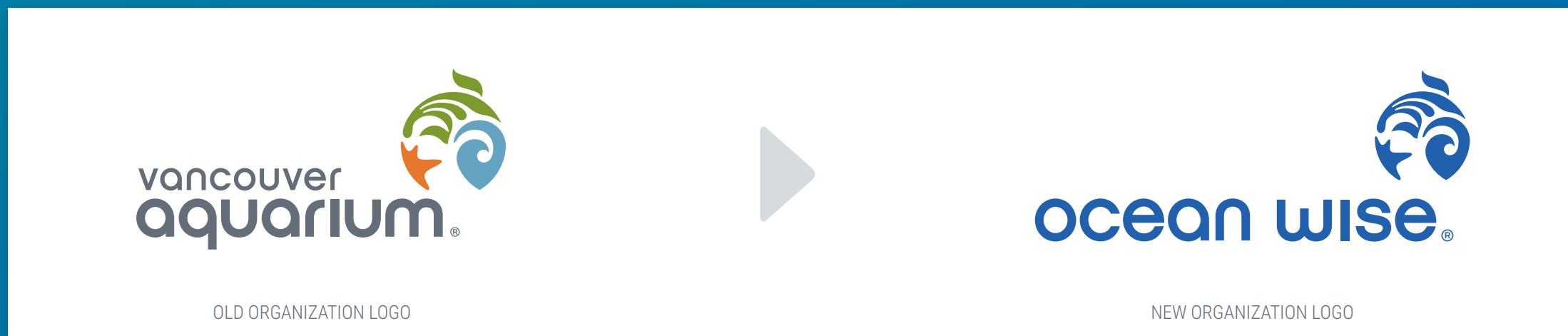
# Ocean Wise is evolving.

**It began as a sustainable seafood movement and has grown to become a lifestyle. The next generation won't just choose Ocean Wise, they will be Ocean Wise.**

Ocean Wise is now the name of a new, global conservation organization based out of the Vancouver Aquarium, which connects ocean ambassadors around the world through its storytelling, scientific research, and conservation and education programs.



**The new, global Ocean Wise includes its longstanding sustainable seafood program. The name doesn't change, but it has a refreshing new look.**



**Making a sustainable choice will one day mean more than just choosing ocean-friendly seafood. It will mean living an Ocean Wise life.**

