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## **SEAWEB APPOINTS PROMINENT OCEAN ADVOCATE DAWN MARTIN AS EXECUTIVE DIRECTOR**

*Move enhances organization's leadership in ocean conservation*

(February 26, 2004) Washington, D.C. - Building upon the strength of SeaWeb's role in advancing ocean conservation, the organization has appointed Dawn M. Martin as its executive director. Martin, who served in the Environmental Protection Agency during the Clinton Administration and has been engaged in ocean conservation work for fifteen years, brings a wealth of experience in both public policy and environmental advocacy. Her addition to the SeaWeb team signifies the organization's growth and dedication to the cause of protecting the world ocean and the life within it.

"I'm pleased to welcome Dawn to SeaWeb, whose efforts to achieve greater awareness of the living ocean and stronger policy measures for its protection will benefit greatly from her vast experience and knowledge of the issue," said Vikki Spruill, President of SeaWeb.

As executive director, Martin will lead SeaWeb's programs, manage the direction of its campaigns, and oversee administration while Spruill will continue to set the organization's strategic direction and vision, cultivate new alliances, and develop new initiatives.

"I am very excited to join SeaWeb, and was drawn to the organization by its unique ability to operate at the nexus of the science, policy and media communities. This powerful approach has significantly accelerated the pace of solutions to ocean environmental problems," said Martin, who comes to SeaWeb from Oceana, an international advocacy organization she helped to establish. "I look forward to contributing my experience to advance SeaWeb's mission to raise awareness of the living ocean."

Prior to Oceana, Martin served with distinction in several positions with the U.S. Environmental Protection Agency from 1996 to 2001. During her tenure there, she was the associate deputy administrator for EPA Administrator Carol Browner, chief of staff to the assistant administrator for air, and senior policy advisor to the assistant administrator for water. Before joining EPA, Ms. Martin was director of the Washington, DC office for American Oceans Campaign, and worked closely with Ted Danson to advance the organization's strategic policy initiatives. She also served as the co-chair of the Clean Water Network, a national coalition of more than 1,000 environmental organizations. Martin received her law degree from Loyola Law School in Los Angeles and her undergraduate degree in political science from Loyola Marymount University.

"As threats to the ocean continue to escalate, it is increasingly important that SeaWeb enhance its ability to share knowledge and influence decisions concerning our water planet," said Dr. Jane Lubchenco, long-standing board member of SeaWeb and the Wayne and Gladys Valley Professor of Marine Biology at Oregon State University. "Dawn will complement SeaWeb's leadership and help ensure that the essential issues of ocean conservation remain at the forefront of public debate."

Since 1996, SeaWeb has played a critical role in ocean conservation by elevating the visibility of ocean issues and increasing media attention to the growing threats to marine life. One of SeaWeb's most noteworthy initiatives, "Give Swordfish a Break," played a major role in raising consumer awareness of seafood environmental issues while successfully advocating for recovery measures to restore north Atlantic swordfish.

A sampling of current programs includes:

- COMPASS (Communications Partnership for Science and the Sea), a path-breaking collaboration among SeaWeb, the Monterey Bay Aquarium, Island Press and a board of scientific experts led by Dr. Jane Lubchenco that aims to advance marine conservation science and communicate its knowledge to policymakers, the public and the media.
- Seafood Choices Alliance, an association of over 30 conservation organizations and 1800 representatives of the food service sector working to influence the seafood industry and government regulators in favor of better conservation of our ocean resources.
- SeaWeb Aquaculture Clearinghouse established to focus attention on the many conservation issues related to the rapid growth of marine aquaculture worldwide.

Through a strategic combination of consumer campaigns, media outreach, public opinion polling, educational programs, public service announcements, publications, Internet initiatives and more, SeaWeb is a respected force in the continuing effort to protect the living ocean.

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For interviews with SeaWeb leadership, please contact Tom Johnson at 202-483-9570, or via email at [tojohnson@seaweb.org](mailto:tojohnson@seaweb.org) . More information about SeaWeb is available at [www.seaweb.org](http://www.seaweb.org).