

THE BLUE MILE - MESSAGE GRID, MEDIA and Q&A

WWF-UK IS THE OFFICIAL CHARITY PARTNER OF THE BLUE MILE

Charity Partnership /Fundraising Messages

WWF-UK IS DELIGHTED TO BE THE OFFICIAL CHARITY PARTNER OF THE BLUE MILE, AND HOPES THIS EVENT WILL ENCOURAGE PEOPLE OF ALL AGES TO ENGAGE WITH AND TAKE STEPS TO LOOK AFTER OUR SEAS

WWF SUPPORTS THIS EVENT WHICH WILL RAISE AWARENESS OF THE THREATS FACING THE WORLD’S OCEANS, AND THE NEED TO PROTECT OUR SEAS.

TAKING TO THE SEAS AS A SWIMMER, YACHTSMAN OR DIVER HELPS REMIND US OF OUR STUNNING COASTLINE AND SEAS AND CAN BRING US INTO CONTACT WITH SOME OF THE COUNTRY’S MOST ENDEARING WILDLIFE. WWF, THE OFFICIAL CHARITY PARTNER OF THE BLUE MILE IS WORKING HARD TO ENSURE THAT FUTURE GENERATIONS CAN CONTINUE TO BENEFIT FROM OUR AMAZING BLUE ENVIRONMENT.

BLUE MILE PARTICIPANTS CAN GO THE EXTRA MILE IN SUPPORTING OUR SEAS BY RAISING MONEY FOR OFFICIAL CHARITY PARTNER WWF-UK

BLUE MILE PARTICIPANTS RAISING MONEY FOR WWF-UK, WILL BE HELPING FUND IMPORTANT CONSERVATION PROJECTS IN THE UK AND AROUND THE WORLD

Marine messages. Why it matters?

HEALTHY SEAS ARE VITAL FOR SUPPORTING WILDLIFE AND LIVELIHOODS. WWF IS WORKING TO ENSURE OUR MARINE SPECIES AND HABITATS GAIN THE PROTECTION THEY SO URGENTLY NEED.

WWF IS WORKING AT A GLOBAL LEVEL TO CHANGE THE WAYS OUR SEAS ARE MANAGED, SO THAT PEOPLE CAN CONTINUE TO USE THESE NATURAL RESOURCES WITHOUT COMPROMISING THE WEALTH OF SPECIES AND HABITATS AROUND OUR SHORES.

UK SEAS ARE HOME TO A DIVERSE RANGE OF SPECIES AND HABITATS. YET, ASTONISHINGLY ONLY 2% ARE CURRENTLY PROTECTED. WWF-UK IS WORKING TO ENSURE THE INCREASING DEMANDS ON OUR SEAS ARE MANAGED EFFECTIVELY, THUS SAFEGUARDING OUR RICH MARINE BIODIVERSITY.

FROM STUNNING SEASCAPES TO STONY BEACHES AND TRADITIONAL SEASIDE PIERS, OUR SEAS AND COASTLINES HAVE INSPIRED PEOPLE FOR GENERATIONS. WWF IS WORKING TO PROTECT AND RESTORE THE HEALTH OF OUR SEAS, FOR PEOPLE AND WILDLIFE, FOR GENERATIONS TO COME.

IN 2009, A DECADE OF CAMPAIGNING BY WWF LED TO IMPORTANT NEW UK MARINE LEGISLATION. HELP US BUILD ON THIS SUCCESS AND MAINTAIN PRESSURE ON THE GOVERNMENT TO DELIVER WELL MANAGED, PROTECTED, AND PRODUCTIVE SEAS.

- In this small island nation, we’re never more than 115km (70 miles) from the coast. Our seas are an essential part of our

WWF Messages

WWF IS ONE OF THE WORLD’S LEADING CONSERVATION ORGANISATIONS

WWF IS CREATING SOLUTIONS TO THE MOST SERIOUS CONSERVATION CHALLENGES FACING OUR PLANET, HELPING PEOPLE AND NATURE THRIVE

WWF WORKS WITH THE FISHING INDUSTRY AND OTHER BUSINESSES, AS WELL AS GOVERNMENT AND LOCAL COMMUNITIES – IN THE UK, EU AND GLOBALLY – TO SAFEGUARD MARINE WILDLIFE, THE NATURAL ENVIRONMENT AND THE LIVELIHOODS OF PEOPLE WHO DEPEND ON THE OCEANS FOR THEIR WELLBEING.

FOR MORE INFORMATION ON WWF’S WORK VISIT WWF.ORG.UK

THE BLUE MILE - MESSAGE GRID, MEDIA and Q&A

OUR SEAS ARE THERE TO BE ENJOYED. HELP SAFEGUARD THEIR FUTURE BY TAKING PART IN THE BLUE MILE AND SUPPORTING WWF-UK

country's history, and its ecosystem.

- The UK has a remarkable 20,000km of coastline, and our waters are home to an astonishingly diverse range of marine species and habitats – many of which are in severe decline and urgent need of protection.
- Many people rely on healthy, well-managed seas – from fishermen to tourist operators, and from oyster catchers to whale watchers. Our seas are also crucial for industries such as shipping, aggregate dredging and renewable energy.
- UK seas also have the greatest potential for renewable energy in Europe. The Government has started to look more seriously at harnessing offshore wave, wind, and tidal energy to meet its climate change targets, so it is vital that we have an efficient marine planning system to enable this resource to be used swiftly and effectively.
- Climate change is having a profound effect on the marine environment, for example, rising sea temperatures, increasing acidity and more frequent storm surges.
- 70% Of global fish stocks are now over-exploited or fished to a level that is no longer sustainable – double the figure of just 20 years ago

SHOW YOUR SUPPORT FOR OUR SEAS AND PARTICIPATE IN THE BLUE MILE BY VISITING www.thebluemile.org

MEDIA Q&A

Generic Questions

When and where: 3-4 July 2010, Plymouth

How is WWF involved in the Blue Mile?

WWF-UK are the official charity partner of the Blue Mile and are working with the event organisers, Sport Environment Ltd to help raise awareness of the needs to protect our seas.

What is WWF hoping to achieve from the event?

WWF-UK hopes this event will encourage people of all ages to take steps to look after our seas. As an island nation, we are blessed with 20,000km of coastline, and a rich variety of marine species and habitats. The UK has recently introduced groundbreaking new legislation to protect our seas and it is important that we start to see the benefits in our waters. WWF is working with the Government to ensure that a new network of marine protected areas is designed to safeguard critical marine wildlife, whilst allowing other marine activities to continue. Our seas are there to be enjoyed by everyone, and by taking the right steps now, we can ensure that this rich resource is not lost.

Why is the event only being held in Plymouth?

The inaugural Blue Mile event will be a fully supervised event and will take place in Plymouth, a region with particular marine history and significance. Plymouth is home to some of the country's leading marine institutions as well as being home to a thriving coastal community and fishing industry. Plymouth's marine heritage and its harbour front, make it an ideal location for the first Blue Mile event. The important thing is that people connect with our natural blue environment and understand the need to protect it. It is hoped that the Blue Mile event will grow in future years to incorporate more venues around the country.

Is there an entry fee or a minimum sponsorship level for participation?

Those people who apply to WWF and are accepted for one of WWF's guaranteed places will not have to pay any entry fees for their place. However, WWF request that all WWF guaranteed place participants pledge £150 each or more in sponsorship money.

Own place participant entry fees, payable to the Blue Mile organisers, are:

Open water swim	£30.00
Kayak	£30.00
Stand up Paddle	£30.00
Triple Challenge (Swim, Kayak, SUP)	£40.00
Walk	Free + 50% discount to National Marine Aquarium

All participants will receive an event goodie bag that includes an electronic timing device and event T-shirt from the Blue Mile organisers.

Is the event open to all ages and abilities?

Yes the event is open to everyone, but you will need to ensure that you are capable of completing the activities for which you have entered. The Blue Mile is all about giving people the chance to set themselves a personal challenge to raise money and to have fun. Individuals don't have to be an Olympic Gold Medallist to do a mile, but it is important that they have the right competency and equipment to ensure their own safety.

Safety and Medical Information

Prepare Properly: Open water activity is physically strenuous and in particular swimming in open water is a significant challenge. You will need to prepare properly before the event. If you are not properly prepared please do not swim

No Alcohol: Do not drink any alcohol the night before the race as it can cause dehydration.

Feeling unwell: Do not participate if you feel unwell or have recently been unwell. Most medical emergencies occur with people who have been ill but do not wish to miss the race

Water quality: Participation in open water does carry a risk of infection. However, there are some simple steps to take to mitigate the risks:

- Cover any cuts and abrasions, however minor, with waterproof sticking plasters. You should not swim if you have deep, open cuts
- Try not to ingest water while participating
- After your swim wash your hands in fresh water before eating
- Take a full shower at the earliest opportunity
- Wash your wetsuit in fresh water before using it again

Bad Weather: In certain conditions, e.g fog, mist, strong winds, the Blue Mile organisers may have to delay the start of the event until safe to proceed. However, if conditions persist and the event has to be postponed, , the Blue Mile organisers have provision to reschedule the races to the following day (4th July).

The decision to postpone or cancel the Blue Mile water-based events will be taken by the the Blue Mile organisers Event safety Team in conjunction with local safety experts.

How safe is this event?

All adventurous activities carry a level of risk. The Blue Mile organisers have undertaken all necessary steps to anticipate hazards and conduct extensive risk assessments. Measures have been put in place to bring levels of risk within acceptable limits. Participants are advised of the risks/dangers and will all sign a declaration confirming their ability to participate in the activities that they have entered.

What kit and training is required and what should I do if I don't own the necessary kit or have the right training? Kit and training varies depending on activity as follows

Activity	Special kit participants need to source themselves	Kit hire info	Kit provided by Blue Mile	Fitness requirements by apart	Training advice to participant	Age restriction
Swimming:	Wetsuit Goggles	http://www.wetsuithire.co.uk/	Swim cap	Must be able to swim 1 mile unaided in open water	Training highly recommended. Contact your local Pool or swimming club.	17 years +
Walking:	None	NA	None	General fitness	NA	None
Kayaking:	Wetsuit or Shortie	http://www.wetsuithire.co.uk/	Kayak, PFD and paddle	General fitness	Training highly recommended. Contact your local kayaking club.	17 years +
Stand Up Paddling (SUP):	Wetsuit or Shortie	http://www.wetsuithire.co.uk	SUP, PFD and paddle all provided.	SUP requires a general level of fitness and coordination	Training highly recommended. Blue Mile SUP partner will be able to provide further advice www.reactivewatersports.co.uk	17 years +

Funding Questions

As official charity partner of the Blue Mile, will WWF be receiving all money raised by the event?

WWF will receive all money raised by those participants that choose WWF as the charity they wish to support and by all WWF guaranteed place fundraisers, plus any donations given in the run up to and collected on the day of the event.

How will monies raised from this event be spent by WWF?

Money will go towards WWF's conservation projects in the UK and around the world.

Marine & Sustainability Questions

How sustainable is the Blue Mile event?

The Blue Mile organising team at Sport Environment and partners, Endurancelife have taken a number of positive steps to ensure that the event leaves little or no trace on the environment and hope to encourage all participants and spectators to do the same.

There will be a number of activities in the event village designed to encourage positive contributions that everyone can make to our natural environment and throughout the event and on the website there will be actions that everyone can take to reduce their impact on our environment.

Will the Blue Mile activities be damaging to the marine environment?

Sporting activities need not be detrimental to our seas. Blue Mile Ambassadors are keenly aware of their own footprint, and have taken steps to reduce their carbon emissions. By following guidelines such as the Green Blue scheme for yachtsmen, water-sports enthusiasts can minimise their impact on the environment and ensure they are not polluting our seas. The Blue Mile organisers also ask competitors to respect our marine wildlife by keeping a safe distance, and not leaving any rubbish behind on our shorelines.

What are the transport plans for the event?

The Blue Mile is a human and natural powered event and all equipment for the Event will be provided by the Blue Mile organisers, so the Blue Mile organisers and WWF are encouraging participants and spectators to use public transport where possible to get to and from the event. There will be limited parking close to the event village and there is a good service of buses and trains that will bring the participants to within a short walk to the Registration Tent in the event village.

Further information about travel will be posted on the event website at www.thebluemile.org

Why should we care about our seas?

Our seas are home to over 10,000 species, but until now, have not been properly protected from human activities. WWF has campaigned tirelessly for marine legislation to put this right, and is delighted that the UK now has a Marine and Coastal Access Act. However the work does not stop there. With more developments taking place in our seas, including new schemes to harness tidal energy around our coasts, it is vital that our delicate marine ecosystem is safeguarded. A recent report by WWF showed that 13 out of 16 key marine species and habitats were in decline. Now, more than ever, it is important that we take action to reverse this decline. WWF is working with the Government to ensure that new plans for our seas, look after everyone's interests....

What is WWF doing to protect our seas in the UK?

WWF's ten year campaign for a UK Marine and Coastal Access Act was achieved in 2009, together with a Scottish Marine Act in 2010 and emerging marine legislation in Wales and Northern Ireland. This makes the UK now a world leader with comprehensive legislation for the marine environment. Implementation of the Acts should enable better management and protection of our seas through a new Marine Management organisation, a new Marine Spatial Planning system and the designation of a network of Marine Protected Areas by 2012. WWF-UK will continue to work with government and industry to ensure that the Acts deliver protection for the UK's marine wildlife and ecosystems, and manage the growing pressures from human activities. Lessons from our ten year campaign will now feed into European marine policy development and will be shared widely across the WWF network, and will therefore be key in leading WWF's role in securing sustainable ocean governance and protection for the marine environment worldwide.

We have been gathering support from sea users and celebrities to promote the importance of our seas and to ensure that the promises and commitments made by Government under the Acts are carried out.

WWF are working closely with Government to ensure that under the new legislation all our activities at sea are properly managed thereby reducing conflict between different users and avoiding inappropriate development. We will liaise with the newly formed Marine Management Organisation to ensure that they balance the needs of sea users and deliver sustainable development across UK seas.

We will be encouraging and promoting the establishment of a network of Marine Protected Areas around our coast to ensure that the necessary protection is given to our vulnerable marine species and habitats.

We will continue to work closely with other environmental NGOs and scientists to highlight species and habitats under threat and to ensure that tools are in place to protect them and improve the health of our seas.