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BRINGING OCEAN HEALTH TO NATIONAL ATTENTION

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In early February, when Ocean Conservancy flies several commercial and recreational fishermen from the Gulf of Mexico to Capitol Hill to tell representatives some fish tales, Unison will be there for the ride in a series of three prominent ads in Roll Call that will precede the visit.

Unlike the fish tales you've heard about- those that stretch the imagination- these fish tales will be true. The fishermen will tell their elected officials about the success of stronger catch limits for red snapper, a severely overfished but commercially important species whose fate is tied to the health of the economy and the environment in the Gulf of Mexico. The catch limits, implemented in 2007, have shown some recent success, including bigger and more plentiful fish, and better prices for fishermen, but it's too soon to raise catch limits, says Ocean Conservancy and the fishermen who know the Gulf best.

Ocean Conservancy enlisted Unison to create ads to run consecutively in the second week of February. The visually arresting sequence will help Ocean Conservancy raise awareness of the close connection between fishing and environmental health and to acknowledge the good work of Congress in demanding stronger limits. In short, the red snapper are on the road to recovery, but they still need more time. "We are very excited to be teaming up with Ocean Conservancy for an important cause that deserves national attention," said Unison's Creative Director Julius Talvik. "The ad campaign is bold and progressive and will generate direct action by those who are integral to the law-making process, ultimately affecting not only this species, but the future of commercial fishing."

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ABOUT OCEAN CONSERVANCY:

Washington, DC-based Ocean Conservancy is the leading advocate for ocean health, with nearly 150,000 members. Ranging from climate change to endangered species to fishing, the group's policy and scientific expertise covers all aspects of ocean conservation and human/ocean interactions. A primary focus of the group's work has been the rebuilding the Red Snapper fishery in the Gulf of Mexico.

For further information, please send us an email at membership@oceanconservancy.org or call 202.429.5609.

ABOUT UNISON:

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

Unison's industry expertise includes: Financial Services, Public Sector, Retail, Manufacturing, Real Estate, Publishing, Pharmaceutical, High Fashion, Entertainment and Media, and Consumer and Beauty Products.

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