

For immediate release: October 7, 2008

Adrift, tales of ocean fragility

Background: What makes a growing number of people around the world spend most of their waking hours working to protect animals, many of which few would consider charismatic or useful? The book 'Adrift, Tales of Ocean Fragility' explores this question by telling the stories of twelve beloved species, each in their different way facing problems that threaten their future. While their many problems herald massive challenges for us humans, their stories promise a better future as we learn to preserve them and the many benefits that they, in turn, give to us. The stories reveal some surprising successes and are a testament to the many thousands of volunteers of IUCN's Species Survival Commission who alert the world to the condition of its natural heritage and seek solutions to ensure its future.

Key Issues:

The latest marine conservation issues:

- Bycatch – the unwanted stuff in the bottom of the net
- Climate change – what it could do to ocean creatures
- Impacts of luxury seafood – the choices consumers can make
- Overfishing – taking new looks at an ongoing challenge

Excerpts from the book:

"The party on the reef is what's known as a spawning aggregation, in other words, a reproduction extravaganza."

"Reefs are being blown up, cut up, poisoned, smothered, beaten, or ripped apart by hand."

"You don't need money to score methamphetamine in South Africa, you need abalone."

"In the deep ocean, pillaging is outpacing exploration."

When and Where: Tuesday, 7 October, 2008, 17:00 in the Bookstore, Members' Lounge, CCIB

Materials for the Media: CD of high quality photos and excerpts will be available at the book launch. Promotional video available on request.

Spokespersons:

- **Nick Pilcher** has operated on countless endangered *marine turtles*
- **Sarah Fowler** divides her time between mothering two children and caring for the world's *sharks*
- Sex-changing group-mating *fish* stir the passions of **Yvonne Sadovy**
- **David Obura** may know more than anyone else at Congress about *tropical corals*
- **Alex Rogers** is concerned about thousand-year-old *deepwater corals*, that are being unintentionally ripped up by deepwater trawl nets

Media team:

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About IUCN

IUCN, the International Union for Conservation of Nature, helps the world find pragmatic solutions to our most pressing environment and development challenges by supporting scientific research; managing field projects all over the world; and bringing governments, NGOs, the UN, international conventions and companies together to develop policy, laws and best practice.

The world's oldest and largest global environmental network, IUCN is a democratic membership union with more than 1,000 government and NGO member organizations, and almost 11,000 volunteer scientists and experts in some 160 countries. IUCN's work is supported by over 1,000 professional staff in 60 offices and hundreds of partners in public, NGO and private sectors around the world. IUCN's headquarters are located in Gland, near Geneva, in Switzerland. www.iucn.org