



FOR IMMEDIATE RELEASE

For more information, contact:
Cate Starmer, 1% for the Planet
cate@onepercentfortheplanet.org
+1 (802) 861-0460

Organic Ocean Seafood Inc. Retail Sales Announces Membership with 1% for the Planet

Vancouver, British Columbia, February 6, 2018 – Organic Ocean joined 1% for the Planet, pledging to donate 1% of annual retail sales to support nonprofit organizations focused on marine habitat remediation.

"Our member companies have donated more than \$175 million to our environmental nonprofit partners to date. Currently, only 3% of total philanthropy goes to the environment and, only 3% of that comes from businesses. The planet needs bigger support than this, and our growing network of member businesses is doing its valuable part to increase giving and support on the ground outcomes. Our members lead with purpose and commitment, characteristics that consumers support. We're excited to welcome Organic Ocean to our global network," says Kate Williams, CEO of 1% for the Planet.

"We joined 1% for the Planet so that we could walk the talk with respect to our support for healthy oceans and rivers. We look forward to sponsoring those who are on the front lines of the critically important environmental rehabilitation efforts. This initiative is consistent with Organic Ocean's mission to enhance and promote all aspects of the supply of sustainably harvested and produced seafood." – Dane Chauvel, President of Organic Ocean

Members of 1% for the Planet contribute one percent of annual sales directly to any of the approved nonprofit environmental organizations in the network. Nonprofits are approved based on referrals, track record and environmental focus. Thousands of nonprofits worldwide are currently approved.

About 1% for the Planet

1% for the Planet is a global organization that connects dollars and doers to accelerate smart environmental giving. We recognize that the current level of environmental giving - only 3% of total philanthropy - is not enough to solve the most pressing issues facing our planet.

Through our business and individual membership, 1% for the Planet inspires people to support environmental organizations through annual membership and everyday actions. We advise on giving strategies, we certify donations, and we amplify the impact of the network.

Started in 2002 by Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies, our members have given more than \$175 million to environmental nonprofits to date. Today, 1% for the Planet is a network of more than 1,200 member businesses, a new and expanding core with hundreds of individual members, and thousands of nonprofit partners in more than 60 countries. Look for our logo and visit www.onepercentfortheplanet.org to learn more.

About Organic Ocean

Organic Ocean was established by independent West Coast fishermen who felt a balance had to be struck between their traditional way of life and the impact on the fisheries. By adopting sustainable and environmentally responsible harvesting and production practices, they provide the finest seafood to those who care about what they eat and who want to ensure the long-term health of the resource for the benefit of future generations.