



KOSÉ SAVE the BLUE Marine Clean Up

SINGAPORE; 10 June 2018 –

18 volunteer divers set off early Sunday morning to the Sisters' Islands Marine Park. Having planned to celebrate 2018 World Oceans Day and the International Year of the Reef, their mission was to save the ocean by collecting and documenting the marine debris found within the park. The divers were organized into smaller groups each led by an experienced dive guide and transported to the dive location in 2 boats. Dive guides from local dive company The Submersibles, National Parks Board (NParks) and Our Singapore Reefs did an excellent job of making sure that it was a safe, efficient and productive mission and that everyone had fun.

Underwater diving and clearing of underwater trash may seem like a new trend, however Our Singapore Reefs, a community group of dedicated dive volunteers are proving it to be a viable solution to protect our waters.

Participating in two 45-minute dives, the volunteer divers successfully removed 492 pieces of debris weighing over 126 kg, which included bottles, fishing wire, tires, boat parts, along with fragments of metal and glass. All debris collected was transported back to the One°15 Marina for proper disposal. The data collected will be available online on Project AWARE's Dive Against Debris®, a citizen-science programme that contributes to the global effort to combat marine debris.

No mean feat, considering that since the same period last year, the total number of clean up dives organized by Our Singapore Reefs is 11, whilst engaging 190 dive volunteers who have collected 2815 pieces of underwater trash with a total weight of 619.87kg.

Brenda Goh, Marketing Manager of KOSÉ Singapore commented about their involvement, "The KOSÉ SAVE the BLUE Project is our ongoing environmental initiative focused on ocean conservation and environmental protection. This year, we are pleased to be able to partner with Our Singapore Reefs and The International SeaKeepers Society in this meaningful activity as we do our part to protect these valuable natural resources."

Whilst Tropical Marine Science Institute Director (TMSI), Professor Wong Sek Man added, "TMSI works closely with MPA and NParks to conserve marine organisms such as corals, giant clams and sponges. As a Tropical Marine Science Research Institute, we are interested in marine biodiversity and conservation."

This mission was organized by Our Singapore Reefs with the cleanup site selected through observations and in consultation with the relevant agencies such as NParks. The KOSÉ SAVE the BLUE Marine Cleanup was supported by Friends of the Marine Park, Singapore; The International SeaKeepers Society, Asia; The Submersibles; Tropical Marine Science Institute of the National University of Singapore and ONE°15 Marina. KOSÉ SEKKISEI was the generous sponsor for the boats used throughout the mission.

All in all the volunteer divers ended the day's mission on a high note with a sense of having contributed to conserving Singapore's marine environment and expressing a commitment to regularly do more. KOSÉ SAVE the BLUE Marine Cleanup was indeed a fruitful demonstration of what a successful collaboration of citizen science, corporations, NGOs and the Government can achieve.

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More about:

About World Oceans Day

Coordinated and promoted internationally by The Ocean Project since 2002, World Oceans Day is an annual celebration on June 8 as well as a call for ocean conservation action throughout the year. As of 2009, World Oceans Day has been officially recognized by the United Nations. This celebration of our ocean brings together organizations and individuals from schools, universities, aquariums, zoos, businesses, and others, including divers, surfers, sailors, communities of faith, governments, the maritime, recreational and tourism industries.

Action Focus for World Oceans Day 2018: Preventing Plastic pollution and encouraging solutions for a healthy ocean.
For more information, or to find an event, visit: www.WorldOceansDay.org

About Our Singapore Reefs

Our Singapore Reefs (OSR) is a community initiative that was established in May 2017 by a group of divers who love Singapore's coral reefs. The group aims to promote awareness about Singapore's marine biodiversity and provide a platform for academics, businesses, NGOs and agencies to work together for a common cause. This initiative will empower the public with means to conserve and protect Singapore's reefs and encourage them to be active citizens. For more information visit: www.facebook.com/oursingaporereefs www.instagram.com/oursingaporereefs

About KOSÉ Corporation

Established in Japan since 1946 to provide high quality beauty products for all our customers, KOSÉ has been conducting its "SAVE the BLUE" project since 2009 through the brand SEKKISEI, as part of its corporate social responsibility and environmental conservation efforts. In Japan, we have been cultivating the coral reefs in Okinawa while supporting marine environment conservation and educational activities. Since then, KOSÉ SAVE the BLUE project has spread on to many other Asian nations and regions. This year marks the 10th year of the project and KOSÉ Singapore office is pleased to support the World Ocean Day marine clean up as part of the SAVE the BLUE environmental initiative for Singapore. For more information visit: www.kose.com.sg www.facebook.com/kosesingapore www.instagram.com/kosese

About The International SeaKeepers Society

The International SeaKeepers Society is a non-profit organization focusing on the health of the world's oceans and climate. SeaKeepers works with the boating and yachting community to take advantage of their unique potential in order to further marine research and to raise awareness about the issues our oceans face. The International SeaKeepers Society acts as a global catalyst working with governments, scientists, industry, and other marine organizations to further its mission and to support sensible, achievable marine protection and restoration.

The International SeaKeepers Society established SeaKeepers Asia in 2016. For more information visit: www.seakeepers.org www.facebook.com/seakeepers

About Tropical Marine Science Institute (TMSI)

The Tropical Marine Science Institute is an institution formed within the National University of Singapore. TMSI is a centre of excellence for research, development and consultancy in tropical marine science as well as environmental science. With its multi-disciplinary research laboratories and active international links, it handles projects relevant to Physical Oceanography, Acoustics, Marine Biology, Marine Mammals, Biofuels, Water Resources and Climate Change. TMSI also provides postgraduate research opportunities.

Through active collaboration with academic, government and industrial sectors, TMSI aims to play a strong role in promoting integrated marine science, in R&D, as well as to establish itself as a regional and international education and training centre. For more information visit: www.tmsi.nus.edu.sg

About The Submersibles

The Submersibles was started in 2006 with the aim of providing a one-stop solution for recreational scuba divers. She has since grown into a PADI 5 Star Dive Center, providing high quality Scuba Diving education, offer a wide range of retail items for divers, organize diving at exotic dive sites across the region as well as promote local diving at Pulau Hantu. For more information visit: www.facebook.com/submersibles www.thesubmersibles.com