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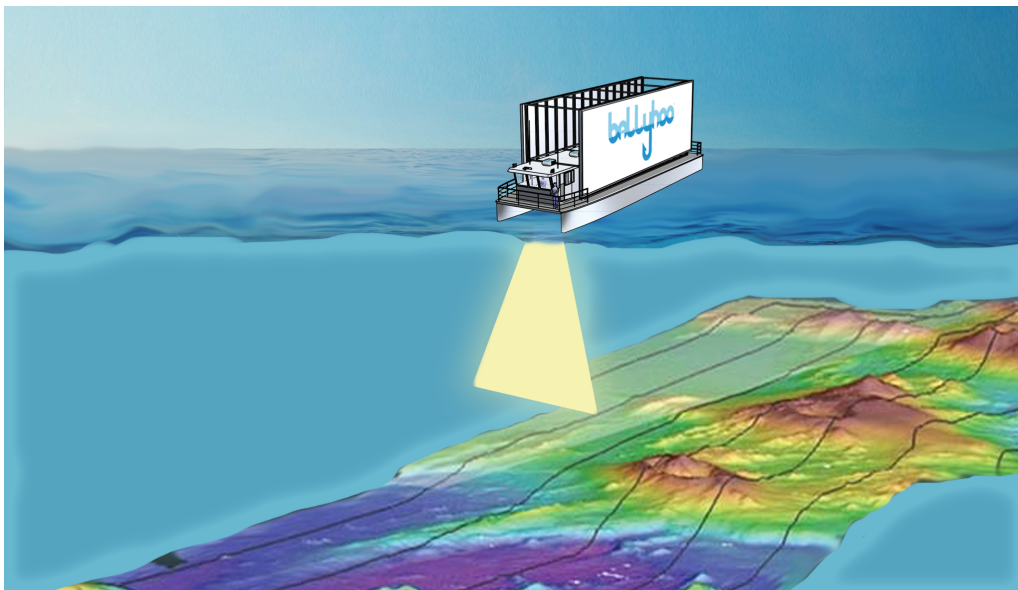
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**Sustaining a Resilient Coastline: Ballyhoo Media and The International SeaKeepers Society Join Forces to Advance Climate Research in South Florida**

*The partnership supports the Seabed 2030 Program, a global initiative mapping the ocean floor for a sustainable future.*



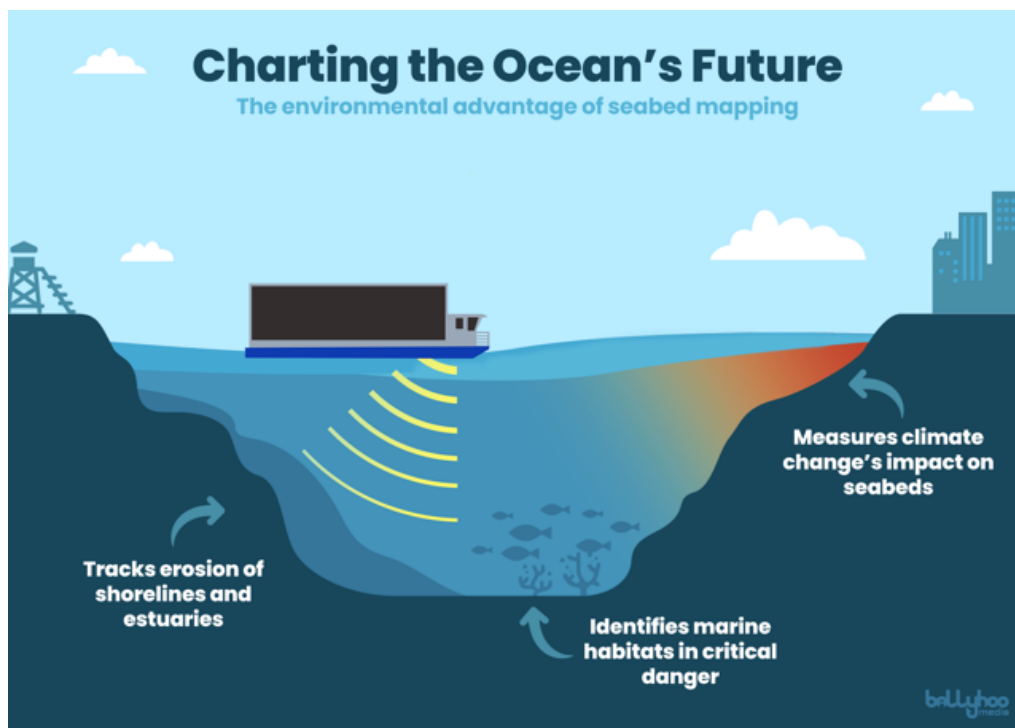
**[JUNE 07, 2023] MIAMI, FL** – South Florida's beloved waterways face ongoing challenges including beach erosion, rising sea levels, and degradation of coral reefs. Critical to addressing these issues is data, and Ballyhoo Media, in partnership with The International SeaKeepers Society, is stepping up to be a part of the solution through the Seabed 2030 program.

As part of the United Nations Decade of Ocean Science for Sustainable Development, this groundbreaking partnership will leverage Ballyhoo Media's fleet of digital billboard boats to collect critical data that will help drive scientific research and lead to long-term solutions for Florida's pressing environmental concerns.

By studying seabeds, scientists will have better insight into the impact of climate change on our waterways and identify marine life habitats that are in danger. Yet, as of May 2023, only 25% of the ocean's floor has been mapped. By 2030, the Seabed 2030 project aims to map 100% of the ocean's floor to improve our understanding of the world's oceans and support the sustainable use of marine resources. This invaluable data will enable a better grasp of the

intricate web of ocean circulation patterns, which impact climate, weather, tides, and wave actions.

"Addressing the ocean's ecological challenges without accurate data is like trying to sail through a storm without a compass," said Nate Shapiro, Vice President of Ballyhoo Media. "The presence of our fleet of digital billboard boats is strong in South Florida, which puts us in a unique position to make a substantial contribution to this critical data collection effort."



Launched by the UN Ocean Conference in 2017, the Seabed 2030 program is equipping Ballyhoo Boats with data logging technology attached to the boats' navigation system. Every two months, The International SeaKeepers Society will collect the data from the boats and add it to the Seabed 2030 database. The information collected will produce a more accurate and detailed picture of the seafloor in Southeast Florida than ever before, helping scientists and researchers to better understand the complex ecosystems that exist beneath the waves.

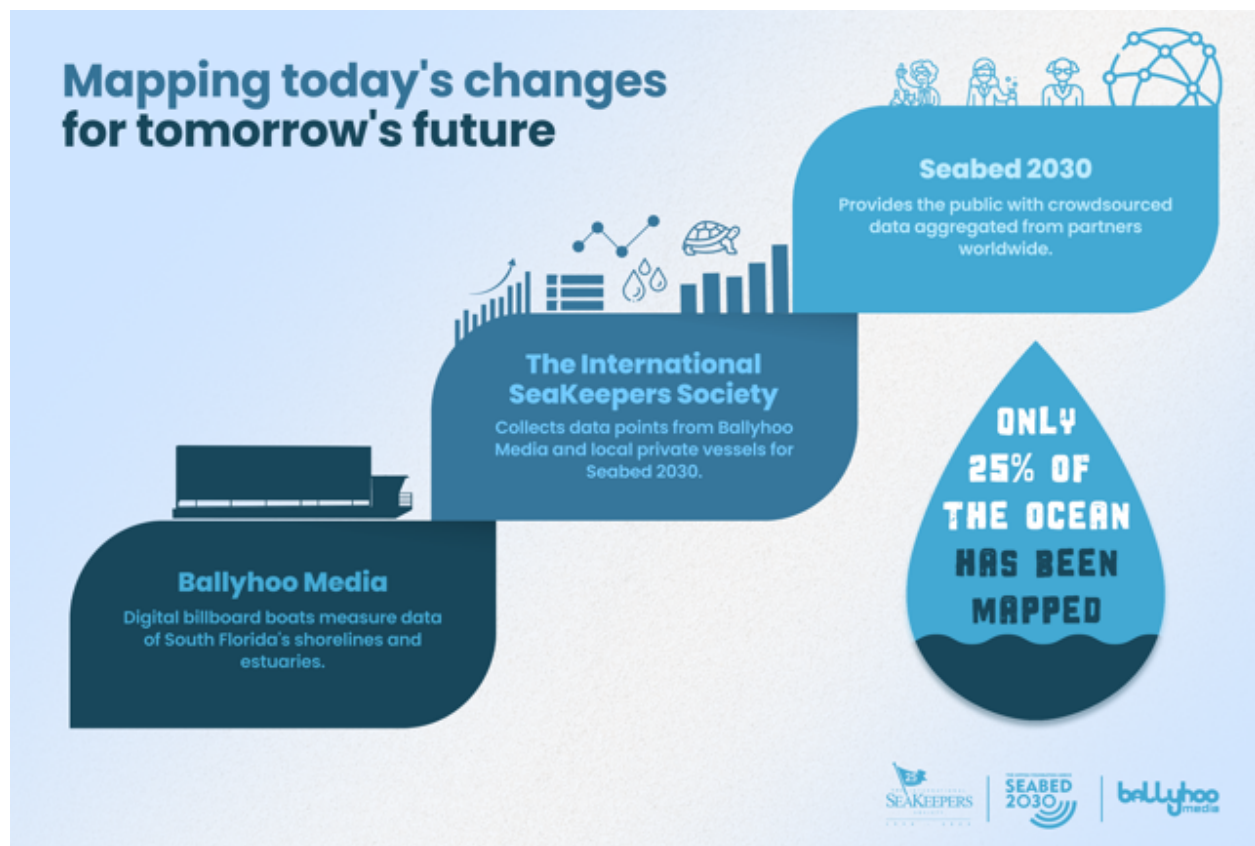
"The International SeaKeepers Society is thrilled to partner with Ballyhoo Media in the Seabed 2030 project," said Katie Sheahan, The International SeaKeepers Society's Citizen Science Manager. "SeaKeepers is proud to celebrate our 25th anniversary in 2023 and continue our mission of protecting and advocating for our oceans. With Ballyhoo's involvement in the Seabed 2030 project, we will be better equipped to map Florida coastlines and contribute valuable data to this initiative."

Earlier this year, Ballyhoo launched the Blue Beacon program, a specialized division within the company dedicated to promoting environmental technologies and initiatives. This comprehensive program encompasses a wide range of activities, including environmental

technology implementation, carbon offsetting efforts, water testing initiatives, clean-up campaigns, and much more.

"Since 2016, Ballyhoo Media has been utilizing our digital screens for environmental messaging and education," said Adam Shapiro, President of Ballyhoo Media. "Now, we are taking our efforts to the next level with the Seabed 2030 program. This initiative, a part of our Blue Beacon Program, enables us to collect crucial data to make a real impact on ocean sustainability," Shapiro continued. "This marks the beginning of something remarkable, and we take pride in being one of the few commercial boating companies actively working towards ocean sustainability every single day."

Data collected through Seabed 2030 aims to fill scientific research gaps, benefiting navigational safety, detect unknown hazards, and aid mariners and ocean scientists. This data collection is made possible through support from the Nippon Foundation and General Bathymetric Chart of the Oceans (GEBCO).



#### ABOUT BALLYHOO MEDIA

The water is full of potential that's yet to be explored. Ballyhoo Media is a family-owned start-up that is revolutionizing the way we live, experience, and communicate on the waterways. Founded by a love for the oceans, Ballyhoo encourages the community to build stronger connections with our natural environment through branded activations, unique events, public service announcements, and local

partnerships. We take action to make preservation, conservation, and sustainability our priority with every opportunity. In 2023, Ballyhoo launched its Blue Beacon program, a branch of the company focused on environmental initiatives such as environmental technology, carbon-offsetting, water testing, clean-ups, and more. Learn more at <https://ballyhooboats.com/>

#### **ABOUT THE INTERNATIONAL SEAKEEPERS SOCIETY**

The International SeaKeepers Society promotes oceanographic research, conservation, and education through direct involvement with the yachting community. Providing educational resources and hands-on marine science experiences to students is the primary focus for ensuring the future wellbeing of our planet. SeaKeepers enables the yachting community to take full advantage of their unique potential to advance marine sciences and raise awareness about global ocean issues. <https://www.seakeepers.org/>

#### **ABOUT SEABED 2030**

A collaborative project between The Nippon Foundation and the General Bathymetric Chart of the Oceans (GEBCO), Seabed 2030 seeks to inspire the complete mapping of the world's ocean by 2030, and to compile all the data into the freely available GEBCO Ocean Map. Seabed 2030 is formally endorsed as a Decade Action of the UN Ocean Decade. <https://seabed2030.org/faq>