



MEDIA ALERT

OAR Northwest & Canadian Wildlife Federation Join Forces

Title sponsorship in place to engage youth and support marine conservation

Vancouver, BC (2/9/12) – Ocean adventure rowing and adventure education organization, OAR Northwest, is pleased to announce a title sponsorship agreement with the Canadian Wildlife Federation (CWF).

CWF's presence will be immediately felt and recognized as they come aboard for the next two ocean rowing expeditions: a 750-mile circumnavigation of Vancouver Island (April 2012), and later for the December 2012 trans-Atlantic expedition. Both will connect the ocean rowing craft to classrooms and communities in Liberia, Venezuela, and the Pacific Northwest.

CWF will be integral to OAR Northwest expeditions and programming, facilitating financing and organizational support toward outfitting "the world's most technologically advanced rowboat."

OAR Northwest and CWF share a common vision of exploration within one's self and with the environment around them. "I am absolutely thrilled with The Canadian Wildlife Federation sponsorship and the increased reach in educating kids and the public at large about the fascinating and critical intersection of marine ecosystems, from the unique vantage point of an ocean rowboat," says rower and OAR Northwest President, Jordan Hanssen.

During the 2012 *Salish Sea* and *Africa to the Americas* expeditions, rowers will gather various data from the ocean environment, marine life and themselves. Through free web-based tracking and an adventure learning curriculum found at OARnorthwest.com, students and adults alike will virtually join the rowers every oar stroke of the way. Students enrolled in the fee-based program for schools in Washington and British Columbia will meet expedition team members, learn marine and maritime studies and practice analyzing sleep study data.

"The OAR Northwest expeditions will draw attention to the health of marine ecosystems and re-connect the public with the outdoors, water sports and conservation. It's an exciting course, with an ocean of possibilities for water education and engagement," says Wade Luzny, CEO-Executive Vice President of the Canadian Wildlife Federation.

OAR Northwest and the Canadian Wildlife Federation attended the 2012 Vancouver Boat Show to formally announce the partnership.

Once at sea, the rowers will face great challenges as they venture around Vancouver Island and across the Atlantic from West Africa to South America in a 29-foot specialized ocean rowboat. "This boat is unlike any other type of rowboat," says OAR Northwest expedition member & Olympic Gold Medalist in rowing Adam Kreek. "The expedition team uses North America's most technologically advanced rowboat as a home, laboratory and life-support on an unforgiving ocean."

To create a lasting impact among local youth, OAR Northwest Executive Director, Otto Loggers Ed.M., works closely extraordinary community members and ocean rowers to implement the education, research and service programs of OAR Northwest. Pacific Northwest schools will join the expedition's journey in real-time and gain unprecedented personal contact with the team and rowing vessel. Teachers and administrators can find more information and enroll online.

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ABOUT OAR NORTHWEST

Founded in 2005, OAR Northwest connects with partners to reach its expedition and program goals, while propelling youth, community members and businesses to their own extraordinary achievement. The crew for next two expeditions, including a circumnavigation of Vancouver Island and mid-Atlantic crossing: Beijing Olympic Gold Medalist Adam Kreek; Guinness World Record holders and North Atlantic Rowing Race veterans Jordan Hanssen and Greg Spooner, and national level lightweight rower Richard Tarbill. Jordan and Greg rowed 3,200 nautical miles across the North Atlantic in 72 days from the USA to the UK without assistance. This Pacific Northwest-based 501(c)3 nonprofit organization is currently raising awareness and funds for its 2012 expeditions.. OAR Northwest proves that solid teams faced with extreme challenges can inspire excellence. For more information visit: OARnorthwest.com.

About the Canadian Wildlife Federation

The Canadian Wildlife Federation is a national, non-profit charitable organization dedicated to fostering awareness and appreciation of our natural world. By spreading knowledge of human impacts on the environment, sponsoring research, developing and delivering education programs, promoting the sustainable use of natural resources, recommending changes to policy and co-operating with like-minded partners, CWF encourages a future in which Canadians can live in harmony with nature. For more information visit CanadianWildlifeFederation.ca.

ABOUT OAR NORTHWEST'S EDUCATION PROGRAM

The OAR Northwest education program aims to motivate student learning, and the approach is to make students active participants in the learning process. Face-to-face interactions with expedition crew members, innovative online tracking technology and an adventure learning curriculum contribute to building a student's academic excellence. Students explore real life and world issues through authentic classroom and out-of-school learning experiences. Programs launch in March 2012 at schools. Enroll today by visiting the education tab on the [OAR Northwest](http://OARNorthwest) website.