

Monterey Bay Aquarium, Titans of Mavericks Partner to Promote Healthy Oceans

The nonprofit public aquarium, a global leader in ocean conservation and education, will be the official conservation partner of the world's premier big wave surfing event. Under the direction of Cartel Management Inc., Titans of Mavericks is the newly re-faced name and event held annually in Half Moon Bay at the most iconic big wave surfing spot in the nation.

"Through this groundbreaking partnership, Monterey Bay Aquarium will help drive focused initiatives and ocean conservation awareness through the athletes who compete in this highly anticipated event," said Griffin Guess, president of Cartel Management.

"The goal of Titans of Mavericks is to empower the athletes as ambassadors who can drive public awareness of the threats facing our oceans, and help inspire the fans of Mavericks to do more to protect the living ocean," said Zach Wormhoudt, a waterman and big wave surfer from Santa Cruz.

"We know that the surfing community is passionate about the ocean," said Mimi Hahn, vice president of marketing and communications for the Monterey Bay Aquarium. "As the conservation partner of the Titans of Mavericks, we hope to weave the message of ocean protection through every element of the event and to help its audiences engage more deeply in safeguarding the ocean that sustains all life on our planet."

Monterey Bay Aquarium is a global leader in ocean conservation, with a mission to inspire conservation of the oceans. In addition to being a popular visitor destination - it was recently named the world's best aquarium by Trip Advisor - it is reshaping awareness of ocean issues through extensive education programs for schoolchildren and teachers, field research to help recover iconic ocean animals like California's threatened sea otters, Pacific bluefin tuna and great white sharks, and advocacy programs on issues ranging from marine protected areas to plastic pollution and the transformation of seafood markets in ways that safeguard the health of ocean ecosystems.

The aquarium's Seafood Watch program is the most respected source of information in North America for consumers and major seafood buyers.

"By partnering with the Monterey Bay Aquarium, we will bring everyone connected with Titans of Mavericks closer to the heart of what we're about: a deep connection to the ocean," Guess said. "Fans will be able to connect their everyday actions to the health of the oceans through year-round activities that will be part of Titans of Mavericks, and by hearing from the Titans themselves how important the oceans are to our survival."

"We want everyone to develop a closer connection to the most powerful big wave on Earth," he added. "Our home is our ocean, and this vast home of ours gives us life."

About Titans of Mavericks:

Titans of Mavericks is the world's premier, high adrenaline, big wave surfing event and festival featuring culture, music and food. The contest is a one-day, invitation-only surfing competition held at the legendary Mavericks surf break located a half-mile offshore at Pillar Point Harbor, 20 minutes south of San Francisco. The 24 most daring big wave surfers in the world attempt to tame the massive swells on the biggest and best day of the winter. www.titansofmavericks.com

About Cartel Management:

Cartel Management is a boutique management firm, creative agency and production entity. Clients range from Harley-Davidson, Diageo, Apple, the NFL, Unilever and other brands of note. Cartel Management's talent division represents professional athletes, supermodels, actors and musicians. Incorporated in 2007 by Griffin Guess and his creative team, Cartel Management develops brand content, innovates properties and strengthens the marketing efforts of its clients and owned properties. <http://www.cartel-management.com>

About Monterey Bay Aquarium:

The mission of the nonprofit Monterey Bay Aquarium is to inspire conservation of the oceans. Now celebrating its 30th anniversary, the aquarium is consistently ranked as the best aquarium in the United States for its innovative exhibits and unsurpassed visitor experience. It is a showcase for marine life of Monterey Bay and California's Central Coast - one of the world's richest marine regions. It is also one of the world's leading ocean conservation organizations in the world: through its widely recognized and influential Seafood Watch program; field research programs involving threatened sea otters, bluefin tuna and great white sharks; and as an advocate for critical ocean issues. www.montereybayaquarium.org

