

SIZE:	16"x10.875"	SAFETY: .5"	BLEED: .125"	SPECIAL:
COLORS:	CMYK	SPOT COLOR: NONE		FILENAME: BLUE_HEART_FY21_LM_PRESS_RELEASE_DIGITAL
STOCK:	N/A			MODIFIED: March 3, 2021 2:21 PM

WE ARE ALL BODIES OF WATER

DISCOVER THE MISSION OF LA MER BLUE HEART

Our blue planet, our beating hearts: Water comprises both in almost-equal amounts, a proportion so perfectly aligned that it's impossible to call it coincidence. Faced with this fact, it's clear that we cannot separate ourselves from our seas. The ocean's wellbeing is our wellbeing, and protecting it ensures a bright future for us all.

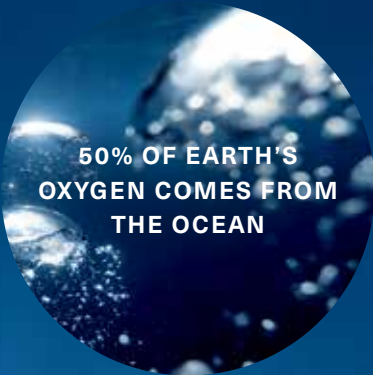
LA MER
BLUE HEART

{INSERT LOCAL URL} #LaMerBlueHeart

BLUE HEART FY21 LM PRESS RELEASE - DIGITAL		
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THE OCEAN IN ALL OF US

The ocean’s tides touch everyone, joining us into a global community whose wellbeing depends on the sea’s ebbs and flows. In the spirit of this interconnectedness, we commit ourselves to supporting ocean conservation efforts around the world.



Protect the organisms that produce it by supporting the planting of mangroves and seagrass.



Shop sustainably-sourced seafood to keep the supply strong.



Get involved in neighborhood clean-up programs—local acts have a global impact.

A MOMENT TO REFLECT

OUR BLUE HEART IMPACT

No one can protect the oceans all by themselves. That’s why we started the La Mer Blue Heart Oceans Fund: to support marine conservation organizations and help ensure a bright future for our seas, together.



EarthEcho’s 30X30 initiative aims to build a global youth movement to protect 30% of our ocean by 2030.

2019
With our assistance, The Nature Conservancy plants 400,000 mangroves in the Caribbean.

2018
Support for the Oceano Azul Foundation leads to the discovery of the LUSO Hydrothermal Field in the Azores, a unique zone of biological, geological and chemical importance that is now declared a Marine Protected Area.

2017
We launch La Mer Blue Heart Oceans Fund as a way to make charitable contributions that support ocean preservation efforts.

