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ONE WORLD ONE OCEAN PREVIEWS 2012 ORIGINAL DIGITAL PROGRAMMING

Online Video Content Is Part of Largest Ocean Conservation Media Campaign Ever Launched

LAGUNA BEACH, Calif. February 2, 2012 – Today, **One World One Ocean (OWOO)**, the largest, most far-reaching, for-purpose media campaign aimed at restoring the world's oceans, revealed a video sneak peek and first five episodes of its 2012 original digital programming ([watch here](#)).

The OWOO campaign was launched last year by Academy Award®-nominated filmmaker **Greg MacGillivray** of **MacGillivray Freeman Films (MFF)**—the world's best-selling independent producer of IMAX® Theatre films and mastermind behind blockbuster documentaries such as *Everest* and *The Living Sea*—as an initiative of the new **One World One Ocean Foundation**.

OWOO's original online programming is a critical part of the campaign's massive effort to showcase and celebrate the importance of the world's oceans, with the goal of catalyzing a movement to protect it. Other OWOO programming includes **three ocean-focused 3D IMAX Theatre films, an 8-part television series** and a **3D theatrical documentary**—photographed with the most cutting-edge 3D, digital and IMAX technologies available—to be released over the next five years in collaboration with MacGillivray Freeman Films in theatres, museums and aquariums around the world.

"I can't think of a better, more purposeful way for MacGillivray Freeman Films to extend its more than 30 years of successful IMAX filmmaking into the digital space than through One World One Ocean," said **Greg MacGillivray**, President of MacGillivray Freeman Films and Chairman of the One World One Ocean Foundation. "When people see this incredible ocean video content, in the highest-quality format out there, our hope is that they will be moved on an emotional level and feel compelled to join the growing movement to help save the oceans."

OWOO's online ocean series are being produced by MacGillivray Freeman Films' newly formed digital media production unit, a first for the company, which has focused traditionally on the production of films for IMAX Theatres. In the tradition of MFF, the online content is being produced with the same high-quality, cutting-edge filmmaking technologies audiences have come to associate with MFF's giant-screen films.

Viewers can now watch the first full episodes of the campaign's original series, which provide the online community with an unprecedented look into a wide range of ocean topics:

- **[Boat to Belly: A Sustainable Seafood Series](#)**—the first-ever series documenting the key players and process behind the growing sustainable seafood movement
- **[Artists & Oceans](#)**—a series showcasing the intersection of arts and culture and the ocean through the eyes of some of today's most talented artists

- [Ocean Heroes](#)—a series celebrating the people leading the movement to restore the oceans through their actions, big and small
- [The Weekly Dive](#)—an online ocean newscast targeted at young adults
- [OWOO Field Reports](#)—short pieces featuring the critical field work of scientists and IMAX Theatre filmmakers participating in OWOO ocean expeditions

In addition, OWOO's sneak peek video features clips from other original series coming soon in 2012, including: ***Ocean Expedition Series***, with behind-the-scenes footage and stories from OWOO's filmmaking expeditions; ***Sea Creature Fun Facts*** for children under age 12; and others.

The new digital content can be found on OWOO's website—www.oneworldoneocean.org—which aims to become the top online destination for ocean-focused content. Watch OWOO's digital sneak peek video [here](#).

“The ocean, our planet’s lifeline, is in trouble – plain and simple,” said **Shaun MacGillivray**, Managing Director of MacGillivray Freeman Films. “But we believe that through great storytelling in the form of films, photography and must-watch online programming like these series, we can create a wave of positive social impact with lasting effects.”

In line with its goal to spark a mass movement to save the world’s ocean, OWOO’s online programming will feature tailored content for all audiences – adventurers, adults and kids alike – available for viewing on all devices, including TV, tablets and mobile devices.

Premiering later this year is One World One Ocean’s first film presentation, ***To The Arctic 3D***, a co-production from Warner Bros. Pictures, MacGillivray Freeman Films and IMAX Corporation, narrated by Academy Award-winning actress Meryl Streep. *To The Arctic 3D* opens in select IMAX® theatres starting April 20.

To dive into more One World One Ocean media, visit www.oneworldoneocean.org and follow OWOO on [Facebook](#), [YouTube](#) and [Twitter](#).

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About One World One Ocean

One World One Ocean is a twenty-year, multi-platform campaign that is harnessing the power of film, television and new media to generate greater global awareness of the ocean’s importance to society. The campaign is an initiative of the One World One Ocean Foundation, established by Greg and Barbara MacGillivray as a non-profit, public charity dedicated to ocean education through giant-screen films and educational public engagement programs. As "the ocean's storyteller," One World One Ocean will inspire and connect millions worldwide in an effort to catalyze a movement to restore and protect the world's oceans. One World One Ocean

will work in collaboration with MacGillivray Freeman Films, the One World One Ocean Foundation, and other production companies and campaign partners to produce and distribute ocean educational programs around the world.

About MacGillivray Freeman Films

MacGillivray Freeman Films is the largest, most experienced independent producer and distributor of giant-screen 70mm films in the world. Throughout the company's 40-year history, its films have won numerous international awards including two Academy Award nominations. The company's hit film *Everest* is currently the highest grossing giant-screen film of all time. In 2011, MacGillivray Freeman Films became the first documentary filmmakers to reach the \$1 billion worldwide box office benchmark in the history of cinema. MacGillivray Freeman's films are known for their artistry and successful blend of education and entertainment, as well as their celebration of science and the natural world.

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