

the OCEAN



It covers more than two thirds of the planet.



It provides food for more than half the world's population.



It influences the global climate system providing rain and weather patterns.



It serves as a global "highway" for transporting products and materials.



In recognition of the importance the ocean plays in our lives, the United Nations has declared 1998 as the International Year of the Ocean. This designation is an opportunity for organizations and individuals to become more aware of the role the ocean plays in our lives and to initiate changes needed to sustain the marine resources on which we depend.

For more information call toll free
888-4yoto98



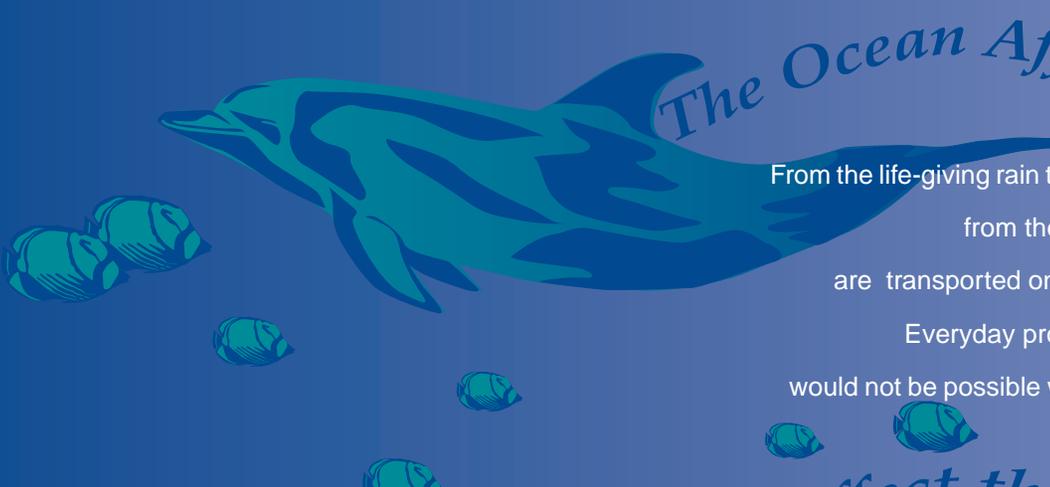
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get into it



The Ocean Affects Your Life Every Day

From the life-giving rain that nourishes crops, to life-saving medicines;

from the shellfish that come from the ocean floor, to the goods that are transported on the sea's surface – the ocean plays a role in your life, in some way.

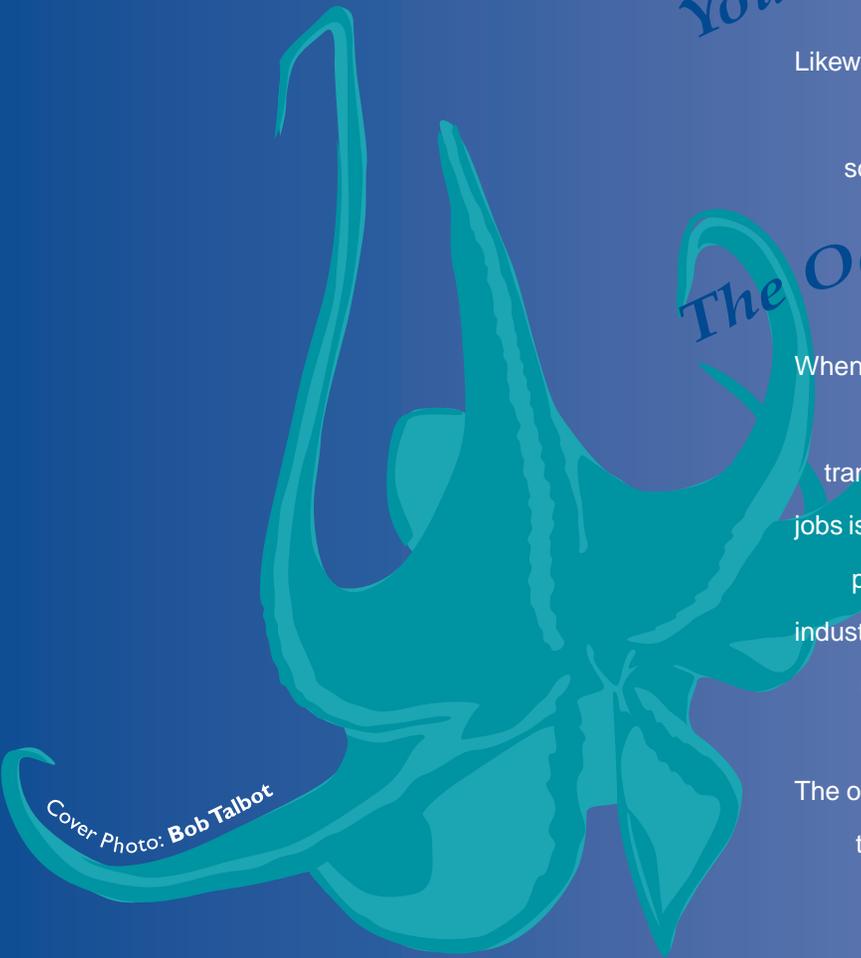
Everyday products as we know them – from ice cream to toothpaste – would not be possible without key ingredients that come from the ocean.



You Affect the Ocean Every Day

Likewise, what we do affects the ocean. The household cleaners, lawn fertilizers

and motor oils we use can end up in the ocean if we're not careful. In fact, some water pollution actually starts out as air pollution.



The Ocean is Vital to Life on Earth

When you think of the ocean, you may think only of beaches and recreation.

But the ocean is much more than just a vacation destination. It is a source of food, transportation and medicine. The ocean is important economically as well. One of every six jobs is marine related, and one-third of the nation's gross national product comes from the coastal zone, through fishing, transportation, recreation and other industries that depend on healthy water and habitat. Also, the presence of our naval forces around the world supports global peace and security.

The ocean's resources are finite. Each of us has a responsibility to use these vital resources wisely and carefully so future generations can enjoy them.

You have the power. You can make a difference.

