



## Open Letter from Phil Popham, CEO

**Ref: Blue Marine Foundation – Project Menorca**

Dear Supporter

Sunseeker has supported many charities during its 50 year history and we continue this legacy today with help from our employees, dealers, suppliers, our friends within the media and owners both locally and internationally.

You may have already heard about our commitment to the Blue Marine Foundation (BLUE) which is dedicated to creating marine reserves, establishing sustainable models of fishing and restoring biodiversity thereby supporting healthy oceans and seas. Although a very young charity having only launched in 2010, it has already seen tremendous success in protecting the marine environment on a very large scale. BLUE has helped to protect over 4 million square kilometres of ocean and has set its sights on protecting 10% of the world's oceans by 2020 and 30% by 2030; no mean feat.

We have pledged to support BLUE by promoting the cause in its widest sense, encouraging owners of all boat brands to join their virtual *Blue Marine Yacht Club* whose patron is HSH Prince Albert II of Monaco and via its 'Charter' which makes simple observations about how to reduce the impact of boating with very little effort.

We are committed to do this in order to protect and improve the marine environments we are all able to enjoy today and to ensure we pass those on to future generations.

But there is a serious risk if we do nothing.

BLUE currently manages more than a dozen projects globally and I am delighted to announce that a new project has just launched, backed entirely by Sunseeker and its supporters. The Balearic Island of Menorca was declared a Biosphere Reserve by UNESCO in 1993 however increasing pressure from unregulated fishing, tourism and pollution, risk making existing and proposed marine protection ineffective. Working with local partners, we seek to make a tangible difference to improve education, monitoring and enforcement, support the local fishery towards a model of sustainable fishing, establish a network of 'Eco-Moorings' to preserve seagrass beds, clean marine reserves by removing plastics and 'ghost' fishing nets, distribute recyclable bags across the island and engage boat owners and crew in various programmes.

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We have the opportunity today to influence the future of Menorca's marine environment, developing a model of conservation that works for both marine life, tourists and local people which will be recognised throughout the world.

The overall vision of a healthy and resilient marine environment around Menorca that is supported and enjoyed by everyone is within our reach, but we need your help to achieve this.

I would like to personally invite you to become involved, not just by donating but by supporting our activity on the island, joining the virtual [Blue Marine Yacht Club](#), asking crew and guests to adhere to our '[Charter](#)' or even buying co-branded goods where a percentage of the purchase price goes directly to BLUE. Please also feel free to share our new *Project Menorca* [eBrochure](#) and [video](#).

My vision is to undertake projects on every continent so the Mediterranean initiative today will provide the learning and encouragement to protect marine environments globally; the places where you enjoy being on the water.

Please help me by [donating](#) or becoming involved. Your support really will make a difference.

A handwritten signature in black ink that reads "Phil Popham".

Phil Popham  
CEO