

Waterlust currently supports 16 causes through its advocate apparel program and partners with researchers and educators that are leading their fields. Below are quotes from each partner that may be used in the press. Causes listed alphabetically.



Cause: Abalone Restoration

Name: Nancy Caruso

Partner Organization: Get Inspired Inc. (getinspiredinc.org)

"Our partnership with Waterlust helps us spread our message of conservation across the globe far beyond our reach. It is a great example of how one small organization with one employee can only do so much but by working together we can do more, reach more, spreading knowledge, happiness, beauty, and hopefully compassion for our ocean animals."

Cause: Atlantic Spotted Dolphin Research

Name: Dr. Charlotte Dunn

Partner Organization: The Bahamas Marine Mammal Research Organization (bahamaswhales.org)

"BMMRO has been thrilled to work with Waterlust and their wonderful fashionable and performance clothing line, promoting the conservation of important marine species. A wonderful business idea that has resulted in a win win situation."

Cause: Billfish Research

Name: Peter Chaibongsai

Partner Organization: The Billfish Foundation (billfish.org)

"Our partnership with Waterlust has helped to not only introduce our foundation and our goals of billfish conservation/research to new people but have outfitted them in stylish and environmentally mindful attire. Moreover, since the public isn't generally aware of billfish and the communities dependent on them, outreach provided by Waterlust helps immensely."

Cause: Diversity & Inclusion in Marine Science

Name: Dr. Nevada Winrow

Partner Organization: The Black Girls Dive Foundation
(blackgirlsdivefoundation.org)

“Waterlust support has provided critical programmatic resources to ensure that our Black Girl Dive Scholars are able to explore and develop their STEM identity in a supportive space. Our program participants are engaged in conservation initiatives and activities that are critical in supporting marine ecosystems. All monies used through the Waterlust initiative go directly to these initiatives and include travel, lodging and supplies. The experiences that our participants receive are transformational and provides them an opportunity to look at academic and respective career pathways that they would not normally consider.”

Cause: Coral Conservation

Name: Colin Foord

Partner Organization: Coral Morphologic (coralmorphologic.com)

“Waterlust is doing an incredible job translating the imagery of the underwater world into activewear that is both fashionable and eco-conscious, all while returning profits back to organizations protecting the natural resources we all love. Over the past several years of collaborating with Waterlust, sales of the CMxWaterlust garments have helped us raise critical funding that we've been able to use to advance our multimedia science/art projects like the Coral City Camera that help bring appreciation and public awareness to the surprising biodiversity of Miami's coastal corals and marine life. ”

Cause: Coral Restoration

Name: Haley Burleson

Partner Organization: Mote Marine Laboratory International Center for Coral Reef Research & Restoration (<https://mote.org/locations/details/international-center-for-coral-reef-research-and-restoration>)

“The partnership between Waterlust and Mote Marine Laboratory & Aquarium is a brilliant way to marry eco-friendly practices with eco-friendly people, like Mote scientists! When you purchase Waterlust Sea-Fan products, you are

giving back to Mote Marine Laboratory research programs that are ultimately helping conserve our ocean habitat."

Cause: Floridan Aquifer Conservation

Name: Tom Kay

Partner Organization: ACT Young Leaders for Wild Florida Program (<https://www.alachuaconservationtrust.org/young-leaders-for-wild-florida>)

"Thanks to the support of Waterlust and its customers, ACT's Young Leaders for Wild Florida Program continues to successfully provide youth education on freshwater springs protection and land protection to Florida's future generations of leaders. Partnering with Waterlust on these efforts is both rewarding and critical to conserving Florida's precious natural resources."

Cause: Invasive Lionfish

Name: Dr. Alli Candelmo

Partner Organization: Reef Environmental Education Foundation (reef.org)

"REEF's partnership with Waterlust embodies our mission to protect biodiversity and ocean life by engaging and inspiring the public. We are proud to be part of Waterlust's advocate apparel family, and are excited to continue working together to advance awareness and understanding of invasive lionfish and other marine conservation initiatives."

Cause: Parrotfish & Protecting Coral Reef Ecosystems

Name: Dora DeMaria

Partner Organization: Reef Relief (reefrelief.org)

"Reef Relief is so excited and honored to collaborate with Waterlust on their new parrotfish pattern. Their mission to create sustainable fashion with a conservation message through their beautiful prints and products is an excellent way to increase awareness of our oceans. Through this partnership, we are able to reach an even bigger audience with our coral reef conservation initiatives!"

Cause: Sea Turtle Research & Conservation

Name: Dr. Mariana Fuentes

Partner Organization: Florida State University's Marine Turtle Research, Ecology, and Conservation Group (<https://www.marianafuentes.net/>)

"Waterlust support allows our lab to collect biological and ecological data on sea turtles both at their foraging and nesting areas, to inform their management and conservation"

Cause: Sockeye Salmon Research & Conservation

Name: Dr. Daniel Schindler

Partner Organization: University of Washington's Alaska Salmon Program (<https://alaskasalmonprogram.org/>)

"The Alaska Salmon Program is excited to partner with Waterlust to widely share our education and research missions. Waterlust's unique approach to science communication allows us to showcase over 70 years of data and knowledge that bear on management and conservation of salmon ecosystems and fisheries in a format that is engaging and accessible to a broad audience. We look forward to continue merging our passion for salmon education and science with their passion for advocacy."

Cause: Spotted Eagle Ray Research & Conservation

Name: Kim Bassos-Hull

Partner Organization: Mote Marine Laboratory Sharks & Rays Conservation Research Program

(<https://mote.org/research/program/sharks-rays-conservation-research-program>)

"This partnership has allowed our research program to expand our educational reach to "rays" awareness about spotted eagle rays, ultimately helping with their conservation. Thanks to the support from Waterlust, we are able to fund additional research and conservation initiatives."

Cause: Shark Research & Conservation

Name: Dr. Neil Hammerschlag

Partner Organization: University of Miami's Shark Research & Conservation Program (<https://sharkresearch.rsmas.miami.edu/>)

"We are so proud of our collaboration with Waterlust. Not only does their support help enable our shark conservation research, but the apparel itself is a walking billboard for marine conservation. I love it when people on the street stop to ask me about my tiger shark board shorts. It's an opportunity to start a conversation about the wonders and perils faced by sharks and how the average person can help make a difference"

Cause: Whale Shark Research & Conservation

Name: Dr. Simon Pierce

Partner Organization: Marine Megafauna Foundation (<https://marinemegafauna.org/>)

"Waterlust's support provides critical seed funding for us to rapidly develop and implement whale shark conservation projects in areas where this globally-endangered species is most at risk. This includes Mozambique, where our research and awareness work helped the government decide to fully protect whale sharks just a few weeks ago. We love working with a company that is so committed to making a positive change in the world."