

About BLUE LEGACY INTERNATIONAL

Blue Legacy International was founded in 2008 by Alexandra Cousteau and Jonathan Smith to “tell the story of our water planet and shape society’s dialogue to include water as one of the defining issues of the 21st century by leading a conversation on the importance of ‘watershed first thinking’ and illustrating the interconnectedness of water issues.” The organization is a not-for-profit project of The Ocean Foundation and develops and distributes traditional and new media projects that inspire people to take action on critical water issues in meaningful ways. Blue Legacy delivers its mission by working in the following project areas:

- Expeditions to chronicle water issues
- Development and distribution of media and educational assets
- Leadership in policy forums and action campaigns
- Collaboration to increase the capacity and impact of grassroots watershed efforts

Blue Legacy builds on the Cousteau legacy of exploration and “experiential storytelling” by delivering expeditions on water issues through new and emerging technologies and traditional media. By filming and producing stories in the field, Blue Legacy’s Expeditions, capture the humanity of water issues and deliver “conversation starting” short films, blogs, images and interactive elements that allow traditional and online media outlets to engage their audiences on the issue and drive productive discussion around the interconnectivity of water issues. In addition to delivering content and educational programming from its own field projects, Blue Legacy regularly collaborates with other organizations including the National Geographic Society, Discovery, Live Earth, local Waterkeepers and community organizations committed to engaging mainstream audiences on environmental issues.

In 2009, Blue Legacy’s first full year of operation, the organization turned heads in film and advocacy circles when it launched a 100-day global exploration of water issues across five continents. Delivered online through more than 37 short “conversation-starting” films along with image galleries, expert articles and social media posts, the project generated an average of more than 100 million media impressions per month and earned two finalist nominations for “Best use of Web 2.0” and “Best Online Media Strategy” at the prestigious 2009 Jackson Hole Film Festival. Additional Blue Legacy projects for 2009 included the interdisciplinary “Water Planet” Dialogue hosted in partnership with the Aspen Institute, a European media and educational tour for the Blue Flag Programme’s “Save the Beach” campaign, and a variety of public appearances and educational presentations.

On June 30 of 2010, Alexandra and Jonathan led their international Expedition Blue Planet team on a non-stop 138-day exploration of water issues across the US, Canada and Mexico. Traveling 17,100 on a custom biodiesel production bus, the team collected stories on water management and use, water impacts and pollution and documented inspiring projects led by communities committed to “taking back their watersheds.” The project--titled Expedition Blue Planet: North America--was presented by RBC and marked National Geographic’s first ever “live” social media expedition. In addition to filming incredible footage of iconic North American water stories, the Expedition teamed up with local water organizations along the way to host community action days and collaborated with Grammy and Academy Award-winning singer Melissa Etheridge for five concerts focused on water. Content and community partnerships from Expedition Blue Planet: North America will serve as the platform for Blue Legacy projects throughout 2011 and 2012.



About ALEXANDRA COUSTEAU

A globally recognized advocate on water quality and policy, Alexandra Cousteau continues the work of her renowned grandfather Jacques-Yves Cousteau and her father Philippe Cousteau, Sr. At 34, she has already mastered the remarkable storytelling tradition handed down to her and has

the unique ability to draw audiences into the weighty issues of policy, politics and action. Alexandra is dedicated to advocating the importance of conservation and sustainable management of water in order to preserve a healthy planet. Her global initiatives seek to inspire and empower individuals to protect not only the ocean and its inhabitants, but also the human communities that rely on freshwater resources.

A Credible Voice for WATER AND SUSTAINABILITY

Before hitting the road in 2010 for Expedition Blue Planet: North America, Alexandra served as the Water Advisor and spokesperson for the global Live Earth 2010 Run for Water—a project that teams her public advocacy on environmental issues with actress Jessica Biel, musician Pete Wentz and many more in a worldwide event on water.

In early 2009, Alexandra joined the Discovery Channel line-up, co-hosting “Blue August” with her brother Philippe, Jr. and serving as a Chief Correspondent on Water Issues for Discovery’s Planet Green.

In 2008, she was honored as a National Geographic “Emerging Explorer”—an elite group of eleven visionary young trailblazers from around the world who push the boundaries of discovery, adventure, and global problem solving.

Alexandra has been honored as an “Earth Trustee” by the UN, named a “Principle Voice” by CNN International, and regularly delivers testimony on critical policy issues before the U.S. Congress. In 2010, Alexandra and her brother Philippe were named to Vanity Fair’s coveted “Next” list. She currently serves on the prestigious Young Global Leaders Council of the World Economic Forum; the Board of Directors of the Global Water Challenge, Mother Nature Network, and EarthEcho; the Leadership Council for the Waterkeeper Alliance; and the steering committee of The Shark Alliance. Alexandra’s work regularly earns global recognition including a feature session at the 2011 Clinton Global Initiative University and the University of California Irvine’s Human Security Award. She is regularly featured in publications ranging from *Glamour* and *Elle* to *National Geographic* and *Scientific American* and was named a “Fun Fearless Phenom” along with Tyra Banks by *Cosmopolitan* magazine.

Continuing a LEGACY

Alexandra builds upon the more than 60 years of global name recognition to engage consumers who expect to hear credible environmental information from the third generation of this pioneering family of explorers. For millions around the globe, “Cousteau” is synonymous with discovery and protection of our natural world. When Cousteau earned the first of his three Oscars for *Le Monde du Silence* in 1957, he paved the way for leveraging film and media to teach environmental stewardship. In the television series *The Underwater World of Jacques Cousteau*, Alexandra’s father Philippe and Captain Cousteau produced the most popular documentary series in broadcast history, setting a record at the time for Emmys and eventually showing in more than 100 nations, from the Soviet Union to Brazil and Japan. In addition to being widely credited for turning National Geographic into a global brand, the family still holds the



publications record for cover stories.

Born into the family business, Alexandra joined her parents in Easter Island on her first expedition at just four months old. By the age of three, she had toured Africa, exploring Egypt, Tunisia, Uganda and Kenya in the arms of her father. And like her father, she is one of the few who learned to dive with SCUBA from Captain Cousteau himself at the tender age of seven. It is against this backdrop that Alexandra weaves the romance of adventure and discovery into a modern call for action. Fluent in English, French and Spanish, Alexandra is rapidly building a significant global audience of her own. By coupling traditional media tours and film with social media platforms, she has helped NGO, governmental, and corporate-led water programs engage record audiences for action. She will release her first book—*This Blue Planet*—in 2011 through the Penguin Group.

About JONATHAN SMITH

An award-winning speaker and writer, Jonathan Smith is an expert in cause marketing, message management and grassroots advocacy. Jonathan joined Alexandra Cousteau in 2008 to create and launch Blue. Prior to Blue Legacy, he served as the President and CEO of Earth911.com—a company dedicated to product stewardship and recycling.

Under Jonathan, Global Alerts, LLC of Scottsdale, AZ turned a portfolio of revolutionary public/private partnerships (including AMBERAlert.com, Pets911.com, and Earth911.com) into a family of leading cause web platforms. Most notably, the team developed data and interactive platforms that gathered and normalized data from the US EPA and state/provincial governments, Fortune 100 companies, and more than 12,000 public and private sources to build North America's first comprehensive local guide to recycling and proper disposal. The platform powers consumer-labeling solutions on products including web search, toll-free phone programs, and text and mobile searches. The company's iRecycle application for the iPhone has been named a "green" essential by iTunes and the site remains Google's #1 result for "recycle," "recycling," and more than 35 top keywords. Earth911.com has been featured on *The Oprah Winfrey Show* as many five times in a single 12-month period. Smith's leadership and merger/acquisition strategies led the company to grow to its present position of holdings in innovative environmental information and service companies representing more than \$140M in annual revenues.

Jonathan spent most of his formative years living on a farm before studying Agricultural Communications and Marketing at Oklahoma State University. This background has made him a tireless advocate for sustainable agricultural practices, responsible resource management, water issues and renewable energy. He pioneered the first consumer Renewable Energy Certificates in wind-rich Oklahoma and developed WindWorks™—a brand and cooperative marketing program for a group of 26 utilities that earned the US Department of Energy's national award in 2004.

Jonathan has led Web 2.0 strategies for more than 30 leading companies and pioneered early online billing and energy management applications for electric utilities. He was named 2002 Communicator of Year by *Oklahoma Living Magazine* and has been featured in numerous publications including *Entrepreneur Magazine* and the *Wall Street Journal*. His current book projects include "*Communicating Cause™: Emotionalizing Your Brand without Politicizing Your Life*" and *Land for My Children*. Jonathan serves on the boards of several DC-area non-profits as well as the Board of Directors of CogTogs, Inc.

