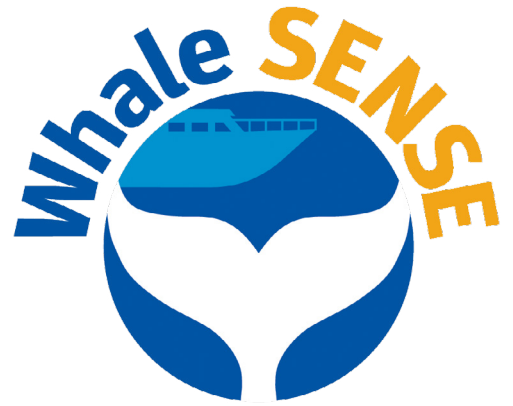


Whale SENSE

Proud Supporters



Whale SENSE Proud Supporters help promote responsible whale watching and marine stewardship by encouraging the public to make informed decisions when choosing their whale watching tour. Whale SENSE Proud Supporters:

Support the mission and purpose of the Whale SENSE program

The mission of Whale SENSE is to promote responsible viewing and stewardship of whales. Whale SENSE aims to:

- Minimize the potential of whale harassment caused by commercial viewing activities.
- Reduce expectations of close interaction with whales in a manner that may cause harassment.
- Promote stewardship of whales and the local marine environment.

Understand what it means to have Whale SENSE

Whale SENSE-ible whale watches follow program criteria, including legal requirements, policies, and guidelines, as well as additional best viewing and advertising practices to prevent harassment of whales. Operators participate in annual training and on-board evaluation to ensure voluntary adherence to the program criteria and help determine the program's effectiveness.

Promote Whale SENSE principles of responsible wildlife viewing

Each region has specific guidelines and/or viewing regulations for approaching whales and other marine mammals that help vessels reduce harassment potential and comply with the federal Marine Mammal Protection Act.

Engage in responsible advertising

- Do not show images of marine mammals that depict harassment or potential harassment.
- Do not show vessels underway in close proximity to whales.
- If whales and vessels are shown in the same image, caption the photo so that viewers can be made aware that whales are protected by law and that whale watching rules and guidelines apply to whale watching (for social media, shorter hashtags may be used).

Encourage the public to book with Whale SENSE operators

- Promote Whale SENSE by including the Whale SENSE logo and prepared Proud Supporter statement on your business website, promotions, and advertisements, where feasible. Include a link from your business website if applicable, to the Whale SENSE program website.
- Display Proud Supporter posters in highly visible locations in and around your business, such as store front windows, booths, and displays.
- Educate the public about Whale SENSE and the importance and value of booking Whale SENSE.
- Encourage the public to look for current year Whale SENSE decals before booking whale watching tours.
- Provide customers with Whale SENSE brochures and other outreach materials that promote the program objectives. Proud Supporters are supplied with additional outreach materials at no charge and by request.

For more information visit our website:

www.whalesense.org