



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

World Oceans Day

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Celebrating ocean protection

Thursday, June 6, 2024 Produced by Randall Anthony Communications with Seattle, Canada. The Globe & Mail's Department was not involved.

The past two months marked two very different but equally significant marine conservation milestones in the 30-by-30 quest, Canada's ambition of conserving 30 per cent of marine habitat by 2030.

ON THE WEST COAST, the Gidlicidru Luggyeik marine protected area was awarded a blue park designation, the first in Canada.

The 20-year-old Gidlicidru Luggyeik Marine Area (GLMA) was recognized with the blue park designation by the International Union for Conservation of Nature (IUCN) and the International Council for the Exploration of the Sea (ICES) in a joint ceremony in Vancouver on June 4, 2024.

"It's a shining light for all the work we do," says spokeswoman Jennifer Smith, who led the effort to get the area designated. "It's a recognition of the hard work of the community and the government to protect this area."

ON THE EAST COAST, the Gully, Atlantic Canada's first marine protected area, celebrated its 20th anniversary.

The area, which encompasses 100,000 hectares of water, was established in 2004 to protect the Gully, a deep-water area off the coast of New Brunswick.

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Covering over 70% of Earth's surface, oceans are vital to life, providing oxygen, food, and livelihoods for billions of people. Yet, they face unprecedented challenges from pollution, overfishing, and climate change. This special feature will spotlight initiatives, innovations, and partnerships driving ocean conservation and sustainable marine practices worldwide.

Proposed topic highlights:

Marine Conservation: Efforts to protect endangered species and habitats.

Sustainable Fisheries: Strategies balancing marine health with economic needs.

Blue Economy Innovation: Technologies advancing sustainable ocean-based industries.

Plastic-Free Oceans: Initiatives tackling marine pollution and reducing waste.

Global Partnerships: Collaborative efforts uniting nations for ocean preservation.



48%
More likely to be from high-income (\$200K+) households with children under 18.

44%
More likely to be highly educated (3.4M have a university degree or higher).

31%
More likely to have donated to educational organizations.

Print/Digital Weekly Readers – **5,941,000**
Print Weekly Readers – **2,580,000** | Digital Weekly Readers – **4,607,000**

Source: Vividata SCC Winter 2024, National, Adults 18+

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| April 18 | May 30 | June 6 | April 18 |

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