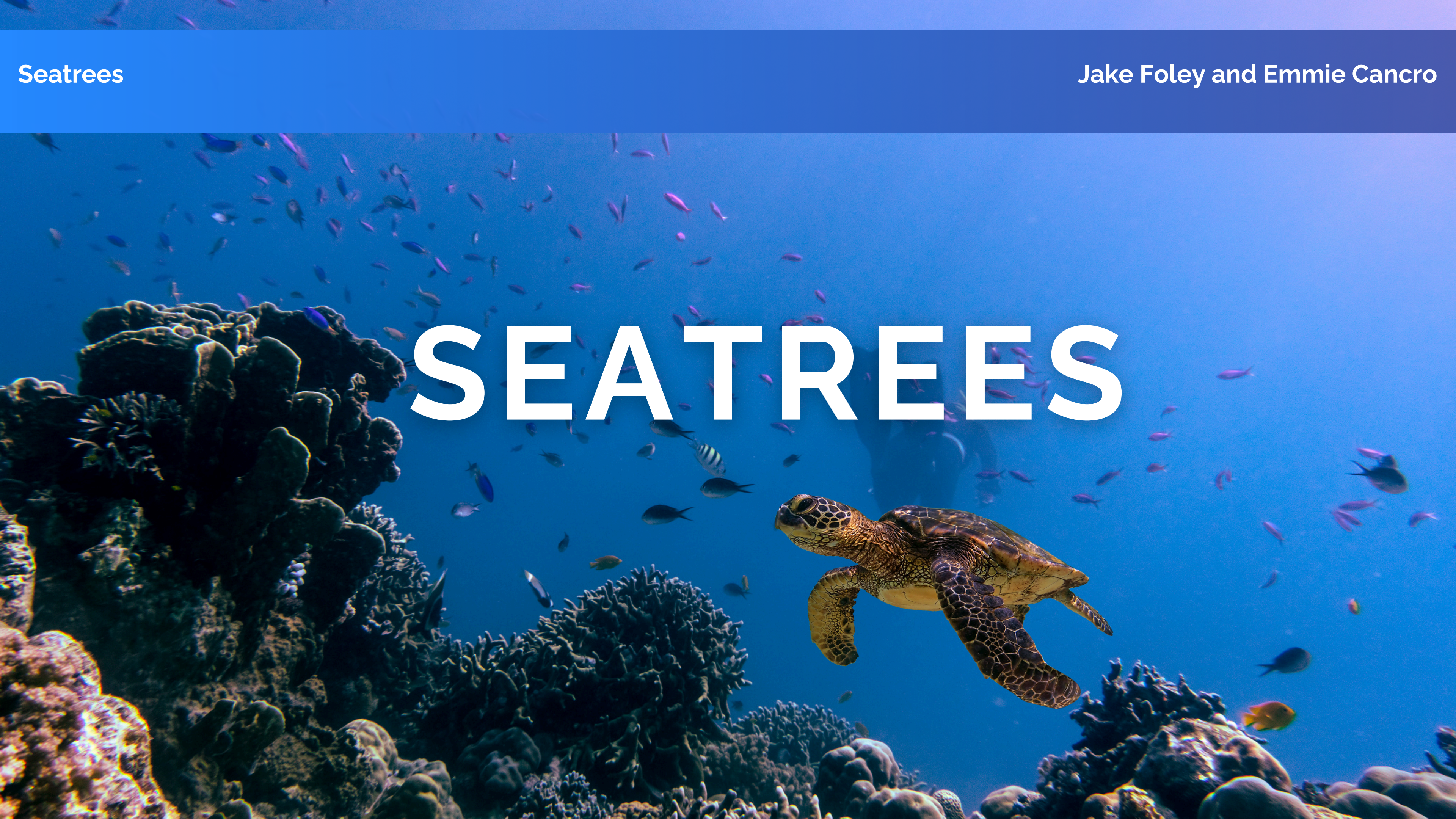




SEATREES

Through a marine conservation survey, held by the University of California, **58%** of respondents agree that the “ocean is being damaged by climate change”, yet only **8%** of respondents have worked with a nonprofit to help.

INSIGHT



The gap between
awareness and action is
much larger than it
should be.

Seatrees is here to
change that.

Saving the ocean doesn't take
superpowers, but it does take people
willing to act.

So we called in someone who is built for
action.

JASON MOMOA



- "I hope to continue my own journey to protect and conserve the ocean and all living things on our beautiful blue planet, for our generation and the generations to come." -Jason Momoa at the UN Ocean Conference in Portugal.
- In 2022, Momoa was named the United Nations Environment Programme's (UNEP) Global Ambassador for Life Below Water.
- Momoa is a familiar face for both younger and older audiences (Aquaman, Baywatch)
- Is an avid environmentalist, and takes pride in his work with many conservation efforts.

MANIFESTO

You don't need to be a superhero
No cape, no dramatic entry
You need to be someone who cares enough to act

Our oceans literally help us breathe, and right now, they can use some help breathing too
Most people know this
But knowing is not the problem - doing something is.

SeaTrees is working to **close the gap** between awareness and action.
They don't just talk change, **they make it happen.**
And **they make it simple** to be a part of the solution

So don't just care
Act.



YOUTUBE AD

Visual: Jason Momoa sitting on a dock in Honolulu, fishing barefoot. A cooler next to him. The camera slowly pushes in.

Sound: Sound of the waves crashing on the shore, with the faint noise of slow, deep breaths matching the rhythm of the surf.

Jason (grinning at the camera):

“People think I’m out here relaxing. Nah — I’m working. This is ocean business.”

Visual: Quick cuts of Jason paddleboarding (his trident is his paddle), kids jumping off the dock, coral, and aquatic life seen underwater.

“I grew up in this water. It’s why I surf, dive, talk to fish— you know, the usual.”

“So yeah, I take it personally when the ocean can’t catch its **breath**.”



YOUTUBE AD

Visual: Jason holds his breath, eyes wide, then pops out of the water, gasping dramatically.

Jason (Looks to the camera):

“Think you can hold your breath like a hero? Prove it. Take the Iron Lung Challenge — where you can showcase your strength to help Seatrees restore the sea.”

Visual: Jason walking along a Seatrees Mangrove plant site

“So join me, as I partner with Seatrees to help give our planet the breath it needs”

****Donation link pops up on YouTube ad for last 5 seconds**



ACTIVATION: IRON LUNG CHALLENGE



1. **Hosted by Jason Momoa**

2. **Anyone can enter:** Compete against the clock as each participant will aim to beat Jason's time and help our planet!

a. Hold breath for 30 seconds: helps plant kelp forest

b. 45 seconds: Seagrass

c. 60 seconds: Mangroves

d. 90 seconds: artificial Coral Reef

e. Beat Jason's time: Will plant/build all of the above

f. The person who holds their breath the longest wins a scuba diving trip in Costa Rica

3. **Where?** Aquarium of the Pacific – Long Beach, California

4. **Content?** Highlights and advertising are posted on social media

5. **How to watch:** The event is live-streamed with a donation option available, and also a live event with an audience at the venue





IRON LUNG CHALLENGE

HOSTED BY JASON MOMOA

Event Location: Aquarium of the Pacific – Long Beach, California



The longer you hold your breath, the more you help our planet. Each milestone plants kelp, seagrass, coral reefs, and mangroves!

Winner will receive an all-expenses paid trip to Costa Rica

***Event will be live streamed for those who cannot attend**



THANK YOU