

# SHARKS — THEY'RE JUST AWESOME



Copyright photo courtesy of James R. Abernethy

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# WE *FEAR* WHAT WE DO NOT UNDERSTAND



*Did you know...* More people die ever year from falling coconuts than from sharks !

# THE MORE WE KNOW ABOUT SHARKS, THE MORE FASCINATING THEY BECOME



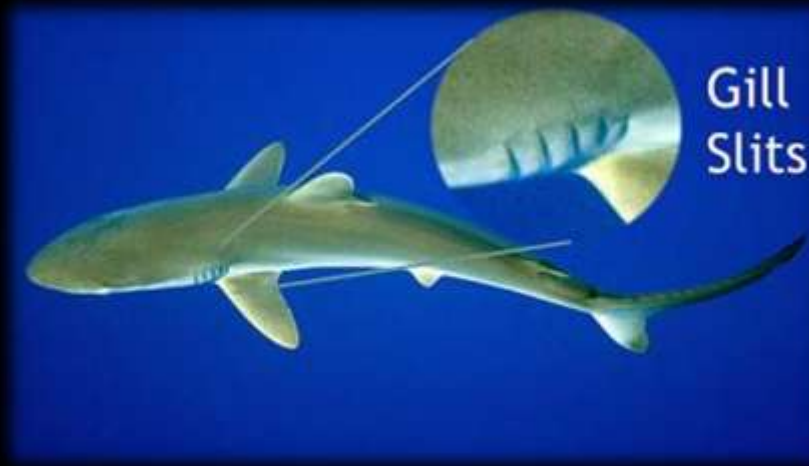
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# ABOUT SHARKS...



- Sharks have been around for about 400 million years – since before the dinosaurs!
- There are 350+ different kinds of sharks.
- Chances of being killed by a shark: one in 300 million. Chances of being killed by airplane parts falling from the sky: one in 10 million.
- Whale sharks – the world's biggest fish – eats plankton.

Copyright photo courtesy of Alex Hofford

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# ABOUT SHARKS...



- Sharks can hear a fish from more than a mile away.
- Sharks feel vibrations in the water through a line of canals that go from head to tail.
- Sharks have 'ampullae of Lorenzini', tiny organs that let them feel the electrical energy coming from other animals.

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# SHARKS ARE WILDLIFE – NOT FOOD



**Sharks are wildlife – like tigers or wolves – they are not food.  
We decide if sharks survive or go extinct, and with more  
than 30% of sharks threatened with extinction...**

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# ABOUT SHARKS – *FINNING*



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PROTECTING SHARKS | PROTECTING OUR OCEANS



# ABOUT SHARKS – *FINNING*



**Sharks are hunted  
around the world for  
their fins.**



**The number of sharks  
killed for fins is simply  
hard to imagine.**

Copyright photos courtesy of Paul Hilton and  
Ran Elfassy

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# ABOUT SHARKS – *FINNING*



Big or small...

Young or old...

Endangered or not...

It doesn't matter.

Fishermen only care  
about collecting and  
selling fins.

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# SHARK FIN SOUP



Shark fin soup is a big reason why sharks are in danger.

Shark fin is tasteless cartilage, like the gristle on chicken bones.

Unless we stop serving sharks as food, they will be extinct...

**Extinct** means once they're gone, they're gone **forever**.

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# WE FELT WE HAD TO DO SOMETHING. SO WE DREW A LINE IN THE SAND...



<http://www.youtube.com/watch?v=mPp9iyKEMNQ>

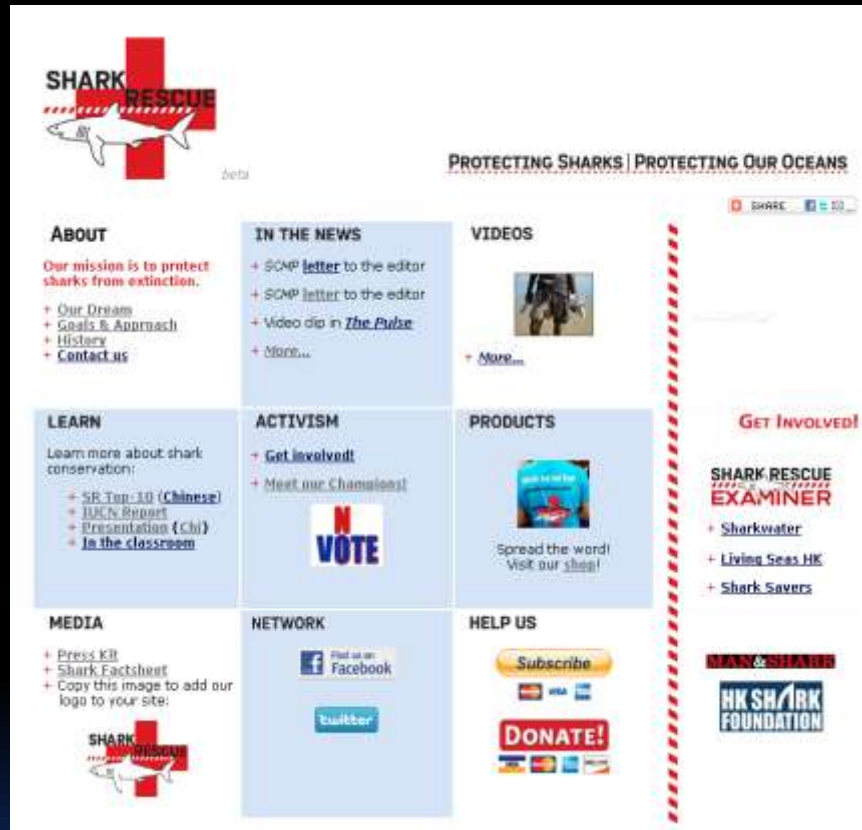
When will *you* get  
involved?  
When will *you* draw  
your line in the sand?

# J.G.T.S.D. – *JUST GET THE S--- DONE*

Unless you're an activist,  
you're a *dis*activist.

- Captain Paul Watson

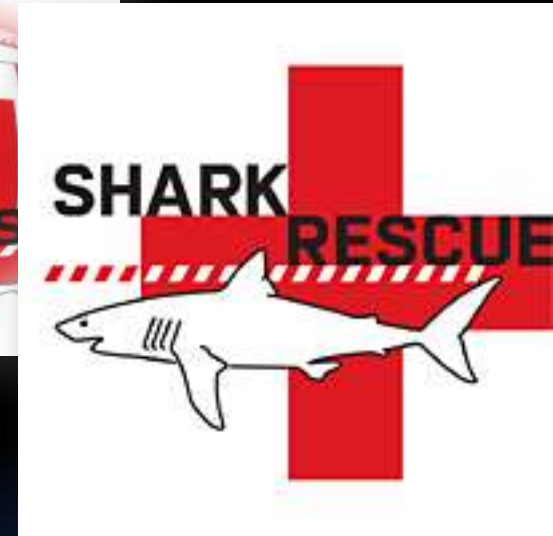
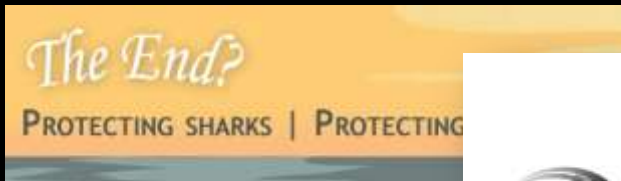
Don't worry about first  
making everything perfect.  
Just start and correct as  
you go. Better to make an  
imperfect start and  
improve as you go, than be  
perfect at doing nothing.





# J.G.T.S.D.

## The evolution of Shark Rescue...

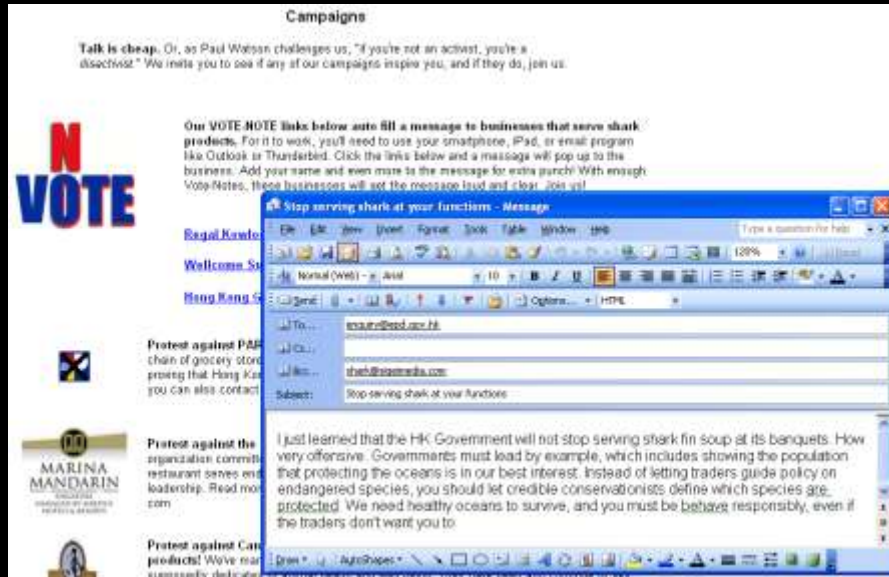


\* With thanks to Ole Sorensen at Design Alchemy.

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# J.G.T.S.D.

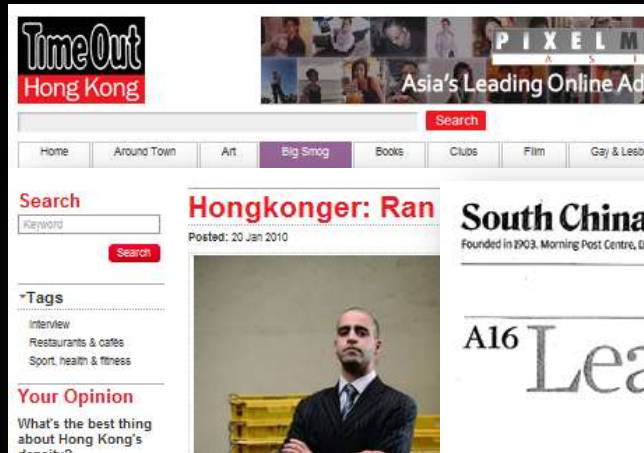


<http://sharkrescue.com/campaigns.html>



The Vote-Note – instead of creating one petition with 10,000 names, we created a system that delivers 10,000 messages from 10,000 different people – each one better than the last !

# J.G.T.S.D.



## South China Morning Post

Founded in 1903, Morning Post Centre, Gai Fat Street, Tai Po

### A16 Leaders

#### We have duty to save sharks

I refer to the article by Kevin Rafferty ("Living beyond the planet's means", December 5). He asked who will connect the dots between how people are living and how we are living beyond earth's means. He also pointed out that "a glimmer of hope" exists from the number of people "desperately

maintaining oceans has which mean responsible balance for globe. Just last showing ho are traded. It is no s ParkShop you'll find s bags of rice. However

## FoodCandy<sup>beta</sup>

where foodies meet

home foodies blogs videos eat out events discuss shop login join ?

Home > Stories > Interview with Ran Elfassy, Shark Rescue

### Interview with Ran Elfassy, Shark Rescue

written by » [db](#) » [All Stories](#) » [Tell a Friend](#) » [Broadcast](#)

I live on the beach and can see the beautiful Atlantic ocean from my balcony. Somewhere, far off the Brooklyn coast I feel the presence of basking sharks, gorgeous behemoths, migrating from Cape Cod to the warmer waters of Brazil. Smaller sharks appear on our beach a couple of times a year, mostly as victims of human activity. It never seems to be much of a concern when you call 311 and someone from the Parks Services comes to pick the bodies up.

The shark situation is, in fact, a lot worse. Illegal and legal fishing has decimated the shark populations around the globe. Recently, a number of activist groups have dedicated their lives to the cause of saving the sharks from our soup bowls.

Please welcome **Shark Rescue** founder **Ran Elfassy**, an avid foodie and one of the oldest FoodCandy members.

\*\*\*

**DB:** You're a well-known omnivore. What motivated you to start Shark Rescue and plug up on one of the world's blindest delicacies?



Working with the media  
to increase awareness...



# J.G.T.S.D.

Email not displaying correctly? View it in your [browser](#).

# SHARK RESCUE EXAMINER



## Our desert sharkies rule!



Denvy and Delian bring their Shark Rescue message into the heart of China's Gobi Desert!

[Find us on Facebook](#)

**From the Library**

**Man and Shark** by Alex Hofford and Paul Hilton. This book has stunning photographs and explanations about sharks.

If you're in Hong Kong on 22 July, be sure to catch their official launch!

*Be inspired...*

To raise awareness of the threat to sharks, Denvy and Delian *raced across* China's Gobi Desert. Denvy clocked in as the fastest woman among hundreds!



# SHARKS NEED OUR HELP



Join us – let's make  
a difference !

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# There *is* hope – Remember *J.G.T.S.D.*



Ran



Alex



Denvy



Stefanie



Stephen



Paul



<http://vimeo.com/20708032>



<http://vimeo.com/20708032>



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