

PRESS RELEASE

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At Nine Years Old, *Finding Nemo* Actor Has Found His Cause – Coral Reef Conservation and a Responsible Fish Trade

Alexander Gould – the young voice of Nemo – takes his love of oceans beyond his new film to promote a program to protect tropical fish and coral reefs

(Los Angeles, Calif.) Disney/Pixar's upcoming animated feature, *Finding Nemo*, is making a splash even before it hits the box office. With a big Hollywood buzz surrounding the about-to-be-released film, the marine aquarium industry anticipates an increased interest in a new type of pet – tropical fish. One group is working to alert new potential hobbyists about the good—and the bad—ways that tropical fish are harvested, and they have found a celebrity spokesperson in a very committed nine-year old actor.

The Marine Aquarium Council (MAC) is partnering with Alexander Gould, the voice of “Nemo,” to harness the new interest *Finding Nemo* has sparked in marine aquarium organisms.

"The Marine Aquarium Council makes sure aquarium fish are captured in a kind manner," Alexander explains. "MAC does this to protect the coral reef, because if the coral is gone, the fish will be gone. The whole world depends on coral and fish, and they depend on each other."

MAC—an international not-for-profit organization dedicated to protecting tropical fish and coral reefs—has designed the first-ever certification system which enables consumers to select retailers who sell marine-life that complies with internationally-approved environmental and quality standards ... from reef to retail.

Some tropical fish are harvested using environmentally harmful collection methods including the use of sodium cyanide, which temporarily immobilizes the fish. The cyanide also does damage to coral reefs, harms the fish and is dangerous to the divers. In contrast, tropical fish that are MAC Certified are healthier and have better survival chances in captivity because they are collected, handled and transported according to internationally approved best practice standards.

“We want marine aquarium fish buyers to know that they are getting a quality product and that their purchase is helping ensure coral reefs are managed and conserved,” said Paul Holthus, MAC executive director.

Gould describes himself as "passionate" about the ocean and conserving coral reefs. His passion grew after he started working on the film *Finding Nemo*. "I'd love to be a marine biologist when I grow up," says the determined 9-year-old. The young actor lives near the beach in Southern California and is involved in beach cleanups and the local public aquarium.

In addition to teaming up with Gould, MAC was on hand in Hollywood at the premiere of *Finding Nemo* in mid-May. MAC brought a custom-built, 8-foot touch-tank filled with stingrays, clown fish and other sea critters for the occasion. The “Fish Are Friends Touch Tank” gave hundreds of lucky kids a chance to experience the fish behind the movie firsthand. To learn more about the Marine Aquarium Council and view these tips, visit www.aquariumcouncil.org.