

# PangeaSeed

## PangeaSeed

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送信：2枚 発信日2009年7月 発信元：PangeaSeed Tre'Packard

## **PangeaSeed Kicks Off Summer Activities**

### **Shark preservation group joins Fuji Rock Festival NGO Village and No Fin, No Future**

Tokyo, Japan (July, 09) - PangeaSeed, a Japan-based nonprofit organization, is ramping up its inaugural activities in Tokyo this summer with events tailored to spotlight the organization's dedication to increasing awareness of the plight of sharks. Of the 400 shark species, more than 100 are endangered, with many species so overexploited it may be impossible for them to recover.

The events will showcase the issues surrounding shark finning in Asia and other parts of the world, where sharks are killed to satisfy culinary and medicinal demand. In finning it is common to cut the fin from a still-living shark, then discard the rest, as the fin is worth many times over the shark as a whole.

PangeaSeed takes an inclusive approach to spreading its message by engaging its audience through music, art, photography and open discussion.

First, PangeaSeed has been selected to host a booth at the 2009 Fuji Rock Festival's NGO Village on July 24 - 26, 2009. The booth will feature information and facts about the shark finning issue and aims to provide a venue for the organization to educate and discuss with its target audience such topics as the threat of shark extinction, and the need for shark protection and shark sustainability. At the event, PangeaSeed will collect signatures with the goal of securing an area of the coast of Miyagi prefecture as a sanctuary for sharks, while special guest artist and PangeaSeed member Yoh Nagao will perform "live paints" during the festival to raise awareness of the shark finning issue. During the festival, PangeaSeed also will feature a public service announcement on the festival's Green Stage.

Later in July, PangeaSeed will host its first event, "No Fin, No Future." The event will be held Thursday, July 30, 2009, at Super Deluxe in Nishi Azabu, and will feature never-before-seen art and photography from global artists such as Mr. Brainwash, Josh Keyes, Dave Kinsey and many more.

Guests will enjoy a screening of the international award-winning documentary, “Sharkwater” followed by a discussion with leading shark expert, Ms. Kim McCoy of Shark Angels. Ms. McCoy will discuss her experience in working with sharks including research and education. She will also share with the audience underwater footage of swimming and interacting with large sharks from around the world.

“We are very excited to showcase a not-for-profit fund raising art collection featuring works contributed from more than 30 internationally renowned artists, graphic designers and photographers never seen before in Japan,” said Tre’ L. Packard, managing director of PangeaSeed.

“We are thrilled with the opportunities we’ve been given both with Fuji Rock and our own No Fin, No Future event,” Packard said. “Through these events PangeaSeed aims to open the eyes, minds and hearts of our neighbors and bring to the forefront the ecological and environmental problems that continue to be overlooked both domestically and around the globe. We believe these events are an excellent place to introduce our message and gain the necessary momentum to make a difference.”

**About PangeaSeed:** PangeaSeed ([www.pangeaseed.com](http://www.pangeaseed.com)) is a Tokyo-based grassroots effort to educate and raise awareness of the plight of sharks around the world. Through volunteer activism and the media of art, music and photography, PangeaSeed aims to create an open dialogue with the global community to develop an understanding of the need to preserve and protect sharks and their habitat.