

## Marineland Canada's Statement of Principles on Whales

*When my husband laid the foundation for what became Marineland nearly sixty years ago, it was his hope to give Canadians the opportunity to connect with the species, not only those who live on our coasts or who can afford to travel to them, but also those who would otherwise not have the opportunity to see and learn about this incredible species.*

*Marineland Canada has grown and evolved considerably since the 1960's when our story began. As we prepare for the future, we're challenging ourselves to re-imagine Marineland with a clear, positive purpose in protecting these magnificent species.*

*This Statement of Principles on Whales codifies Marineland Canada's thinking on our opportunities to create a lasting, positive impact with the whales that currently call Marineland Canada home.*

*I invite everyone to measure us against these statements of principles and support us in our journey to create that meaningful impact on our world. --Marie Holer*

**Marineland supports** education, research and conservation efforts that are meant to increase humanity's understanding of and concern for wild whale populations.

**Marineland supports** efforts to protect whale populations worldwide and limit the human impact on whale populations, their food sources, and habitat.

**Marineland supports** critical scientific research to aid in the support and recovery of threatened beluga whale populations in Canada and abroad, and we believe we have a role to play in protecting these beluga whale populations.

**Marineland supports** the ongoing development of programs in partnership with leading scientists and educators to raise awareness and public support for important conservation issues designed to protect threatened beluga whale populations within Canada and beyond.

**Marineland supports** a worldwide ban on the unnecessary hunting of all whales.

**Marineland supports** direct personal connection and engagement between Canadian families and children and its beluga whales to build a lifetime bond between all Canadians and these magnificent mammals. We believe the same is true in other countries where humans can interact with beluga whales at comparable facilities to Marineland.

**Marineland supports** our beluga whales in their role as ambassadors for the whales living in our oceans who are under constant threat from pollution, noise, starvation due to overfishing, and hunting.

**Marineland supports** strictly controlled travel by our beluga whale ambassadors only to leading internationally accredited research and educational institutions to help in advancing the critical goals we all support.

**Marineland supports** directing any financial benefit received in relation to our beluga whales to the ongoing support of our beluga whales' health and welfare.

**Marineland supports** continuing to meet the highest internationally recognized standards of care for all our marine mammals and directing whatever resources are necessary to continue to do so.

SOURCE Marineland