

Marine Conservation Society joins Marks & Spencer in a three year partnership for their Forever Fish campaign.

MCS is delighted to celebrate the launch of our latest initiative with leading high street retailer, Marks & Spencer. Launched on World Oceans Day 2011, the three-year partnership called 'Forever Fish', aims to protect our fish stocks and the marine environment for the future.

Customer and employee involvement in marine conservation, be that through learning, volunteering, or taking part in beach cleans throughout the year, is a key element of Forever Fish. The funding we will receive from M&S will help us to put in place a UK-wide network of champions for the sea to support our marine conservation initiatives at a local level.

The initiative is expected to raise over £1million per year for marine conservation and education projects, of which 40% will come to MCS. The funding will be generated from the 5p charge made to customers for re-usable plastic bags in M&S food stores – a scheme which has already seen plastic bag usage drop by 80%.

Forever Fish is the most recent stage of a relationship that dates back to 2005, when M&S funded the development of the original Fishonline website (www.fishonline.org), which allows consumers to have the power to make sustainable choices when choosing which fish to buy. From 2008, M&S sold 'Turtle Bags' as an alternative to plastic bags, donating the profit to MCS, thus raising customer awareness about the damaging effects of plastic bags on the marine environment and marine species.

Over the next three years, MCS and M&S will be working together to:

- Reduce litter on UK beaches with the help of M&S customers and employees at our brand new Summer Big Beach Clean-up.
- Promote sustainable seafood to M&S customers through the MCS 'Fish to eat, fish to avoid' advice.

Marc Bolland, Chief Executive of Marks & Spencer says:

"Together with our customers and their children, we will work even harder to secure a healthy future for our beaches, oceans and fish. Forever Fish involved schools, charities, fisheries and fisherman so that we can all enjoy cleaner beaches, more sustainable fishing and a healthy fish diet."

Key links:

www.mcsuk.org/foreverfish
www.marksandspencer.com/foreverfish