

Whales of Potosi Research Project
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Press Release

Whales of Potosi Research Project Receives Glowing Endorsements from Key Whale Researchers and Local Community Members

Portland, Oregon., September 5, 2013 – The Whales of Potosi Research Project has received strong endorsements from Deep Blue Conservancy, El Refugio de Potosi and community leaders in the area where the project is set to take place.

Keith May, Executive Director of Deep Blue Conservancy, a whale conservation non-profit in Puerto Vallarta is poised to step in to assist the project with logistical elements of the project to ensure that the humpback whale study is conducted with the utmost rigor and effectiveness. Stated Keith May, “We look forward to assisting Katherina Audley and the WPRP team in their logistical endeavors and to supporting them in achieving the goals that they have established for their project. We have confidence that with secured funding for the project they will execute the project’s objectives to the full extent of expectations.:

Laurel Patrick, Co-Founder El Refugio de Potosi and Biotropicos AC, both conservation and education organizations located in the endorsed the project by saying, “The Whales of Potosi Research Project has my full backing. This project is a fine example of an alternate means to save marine species by creating opportunities for the community. I have known Katherina for years and have always been impressed by Katherina’s skills in bringing people together, using her communication skills to bring positive change. Finally I’m continually impressed with her deep love and passion for whales. Katherina sees the area for what it is – ‘a naturalist’s wonderland’. An increase in tourism and the development of job opportunities for informed naturalists is a wonderful way to support a place which is struggling economically. If Katherina is able to raise sufficient funds to launch this project, it will be a huge asset to our area.”

Barbara Erickson, a long-time local resident and leader in the community as a supporter of the areas natural resources said, “Projects like the Whales of Potosi Research Project are increasingly important in marginal fishing communities like Playa Blanca where local and state governments do not deploy their scarce resources to improve the lives and fisheries within their jurisdictions. Guerrero is one of Mexico’s poorest states, with marginal schools and low employment in traditional sectors of the economy. Katherina will bring an eco/tourism project to this area that has the potential to add both employment opportunities and perhaps more importantly, increase local awareness and consensus about protecting nature, the only real local resource. Supporting this project supports a village and a species!”

As of September 5, 2013, the Whales of Potosi Research Project has received \$11,720 of the \$17,020 required to launch the project and achieve its objectives. “With \$5750 remaining to raised by October 1, 2013, I am honored and delighted to have received support from so many individuals who have pledged to support the project. The fiscal sponsorship of the Oceanic Society, which allows all donations to be tax-deductible to fullest extent allowable by law has been a huge boost for us. I will continue to reach out to the community to meet our funding goals and am looking forward to getting to work on teambuilding and coordinating project logistics so that we can have a successful season down there,” stated Project Founder and Director, Katherina Audley.

Support for the project has come from dedicated residents of the Playa Blanca community, the beach along which the study will take place, individuals located in the United States, Canada and New Zealand, and the non-profit organizations, El Refugio de Potosi, located in Barra de Potosi,

Mexico, Deep Blue Conservancy, located in Puerto Vallarta, Mexico, and the Oceanic Society, headquartered in Ross, California.

About The Whales of Potosi Research Project

The Whales of Potosi Research Project aims to survey a group of endangered humpback whales in a little explored area of Mexico, provide impoverished fishermen with a means to survive without further depleting natural resources and promote a unique region as worth visiting and protecting.

For information on how to support the project and get involved, please contact Katherina Audley at 415-847-7295 or via e-mail at k@kpetunia.com.