

## **Shark Facts:**

- **Sharks are greatly misunderstood creatures**
- **Sharks do not eat people**
- **Sharks are not JAWS!**
- **More people are killed by falling coconuts, insects and other animals per year than by sharks**
- **Sharks are the apex predators of the ocean**
- **As apex predators, sharks maintain the balance of all other marine life in the ocean, maintaining the ecosystem**
- **Sharks have existed for 400 million years**
- **There are over 500 species of Sharks**
- **97% of all sharks species are harmless to people**
- **A third of all shark species are nearly extinct**
- **70 – 100 Million sharks are killed each year by humans**
- **Shark fin and meat has high levels of dangerous mercury – Do not eat shark fin soup!**
- **Sharks need your help and protection to survive, so they can continue looking after our oceans**

- ✓ **EDUCATIONAL PRESENTATIONS**
- ✓ **ENVIRONMENTAL PROJECTS**
- ✓ **CONSERVATION WORKSHOPS**
- ✓ **COURSES**
- ✓ **ECO-FIELD-TRIPS**
- ✓ **RESEARCH**

**Contact Us**

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**Charity No. 1152654**



**SHARK & MARINE  
CONSERVATION  
WORLDWIDE**

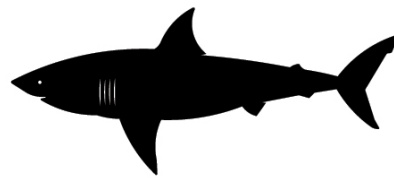
**Save our sharks  
We save ourselves**

**www.sharkguardian.org**

## Our Goals & Objectives

TO ADVANCE EDUCATION AND CONSERVATION OF SHARKS SPECIES WORLDWIDE IN INTERNATIONAL WATERS THROUGH EDUCATION, CONSERVATION, PROMOTING RESEARCH AND PROJECTS, SEEKING TO ACHIEVE THEIR SUSTAINABLE MANAGEMENT

Shark Guardian is an official UK Charity founded by Brendon Sing and Elizabeth Ward-Sing, both experienced scuba diving instructors with a great passion for sharks. Shark Guardian has been focusing on shark conservation, education, supporting shark conservation efforts and leading scuba dives for shark encounters since 1998. Our unique Shark Guardian presentation is viewed by thousands of people each year. We have toured several countries throughout Europe, Africa and Asia. Shark Guardian is now the banner and symbol for future educational, environmental and inspiring presentations, courses, field trips and conservation projects worldwide.



## Why save sharks?

Sharks are misunderstood creatures that have developed a negative and exaggerated reputation as monsters and killers. Our aim is to change these false perceptions and introduce sharks as they are in reality – amazing beautiful creatures.

Sharks are apex predators and a natural barometer for the health of our oceans. They play a crucial role in the marine ecosystem by maintaining a balance in the food chain and directly affecting all other species. This keeps our oceans full of life and healthy, ultimately helping to support all life on earth.

Between 70 and 100 million sharks are killed each year from overfishing and targeted shark finning. The demand for shark fin soup and other related products is responsible for the decline of many shark species around the world. Many sharks have already disappeared and face serious threats of extinction in our lifetime.

**SAVE OUR SHARKS**



**Say "NO" to Shark Products!**

## Because...

1. Millions of sharks are killed each year for shark fin soup
2. Fishermen cut off the shark's fins and throw the shark back into the ocean while it is still alive – Very Cruel!
3. Many sharks are caught and finned illegally in marine protected areas and shark sanctuaries
4. The demand for shark fin soup is driving sharks to extinction
5. Shark fin contains high levels of mercury and is dangerous to humans
6. Shark fin is tasteless – usually a chicken or pork flavor is added
7. There is greater honor in respecting our oceans and creatures by NOT eating or serving shark fin soup

**WE SAVE OURSELVES**