

## 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

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## Shark & Marine Conservation Worldwide

Save Our Sharks  
We Save Ourselves

[www.sharkguardian.org](http://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 a UK Charity for shark and marine conservation projects worldwide. Founded by experienced scuba diving instructors with a great passion for sharks, Shark Guardian has been focusing on shark and marine conservation activities, education, supporting and promoting shark conservation efforts and leading scuba dives for shark encounters since 1998.**

The unique and inspiring Shark Guardian presentation is viewed by thousands of people each year. We have toured many countries throughout Europe, Africa and Asia. Shark Guardian is the banner and symbol for future shark and marine 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 healthy and full of life, 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 different shark products
2. Most sharks are killed only for their high valued fins
3. Many sharks are caught and finned illegally in marine protected areas and shark sanctuaries
4. Fishermen cut off the shark's fins and throw the shark back into the ocean while it is still alive – Very Cruel!
5. Shark fin soup is tasteless – usually a chicken or pork flavour is added
6. Shark meat contains high levels of mercury and is dangerous to humans
7. There is greater honour in respecting our oceans, marine life and sharks by NOT eating or buying any kind of shark products including shark teeth, false medicines, oils and shark fin soup.

We Save Ourselves