

SHARKS ARE A  
KEYSTONE  
SPECIES THAT  
REGULATE AND  
SUPPORT  
ECOSYSTEMS

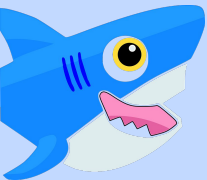


We account for the deaths  
of over **100 million** sharks  
every year

It's an advertising  
issue

Shark culling greatly  
increased after the release of  
Jaws due to fear

Many don't care about the  
loss of sharks because they  
fear sharks and don't  
understand their importance

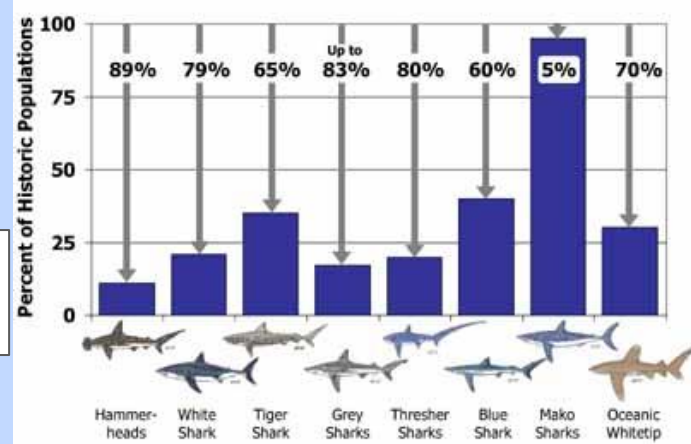


SHARK AND  
RAY  
POPULATIONS  
HAVE DECLINED  
71% SINCE  
1970

### WHAT WE CAN DO

- Educate the public on the importance of sharks marine ecosystems
- Advocate for stricter legislation surrounding bans on shark finning and trophy hunting
- Advocate for the establishment of more protected marine areas around the world

**Ecological:** Sharks keep ocean systems in balance. They keep carbon out of the atmosphere. They prey on the sick and dying, stopping disease from spreading.  
**Economic:** Sharks generate revenue through ecotourism and fishing.  
**Social:** The bad reputation that sharks get in the media stops humans from fighting for them.



Over 30% of all shark species are considered threatened. This graph shows the change in shark populations from what they have been historically.

### REASONS THEY NEED HELP

- Shark finning
- Commercial Fishing
- Shark Culling

"It's estimated that 100 million sharks are killed by humans every year. That's almost 200 sharks *per minute*." -Ellen Johnson

