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**WORLD OCEAN OBSERVATORY AND BAIRD IN COLLABORATION**

*Engaging millions of individuals through ocean awareness, education, and action*

UNITED STATES – World Ocean Observatory (W2O) is pleased to announce an important new partnership: Baird & Associates, a coastal engineering firm with global reach, has become W2O's first Corporate Sponsor. W2O programs help build the next generation of ocean professionals through connection with students, teachers, policy- and decision-makers, scientists, environmentalists, activists, and advocates. Baird's support helps to increase public awareness and engagement, especially among young people around the world, and furthers W2O's vision to promote ocean literacy and global ocean understanding.

World Ocean Observatory is a renowned and trusted resource for science-based information about the ocean, advocating for ocean literacy, global understanding, and changes in behavior that lead to sustainable advocacy and action for the ocean. W2O has a number of educational and communications platforms that provide free resources dedicated to science-based and humanities-driven ocean literacy.

"We value Baird's pioneering commitment to support World Ocean Observatory as we launch a new approach to connect with philanthropic stakeholders around the world. Baird is not only providing financial support as first Corporate Sponsors of W2O, their business acumen and strong communication skills have been instrumental tools as we explore a sponsorship model to provide steady funds that support our work," stated Trisha Badger, Director of W2O. "We are eager to connect with more businesses and corporations that have similarly aligned values to our work here, and are grateful for Baird's willingness to help us develop the materials needed for this next big action."

Baird is a coastal engineering, science and planning firm recognized globally for innovative solutions to challenges everywhere where water meets land.

"Baird is very pleased to have the opportunity to work alongside World Ocean Observatory and help the next generation of ocean scientists and engineers in their quest to improve the world's oceans. Baird's "One Team Worldwide" of engineers and scientists knows that the task at hand is daunting. However, even small groups can have a big impact. Through advances in science, excellent communication, and knowledge sharing, together we can make a difference. We are proud to be associated with and supporting World Ocean Observatory," shared Kevin MacIntosh, Executive Chair and Principal, Baird & Associates. Online at [baird.com](http://baird.com).

As a 501(c)(3) organization, W2O advocates for ocean health and sustainability through an accessible worldwide network of communication and resources. Through education, advocacy, collaboration, public connection, and relentless communications, W2O is committed to building an expansive global community of informed citizens to promote and conserve marine resources for the future of all mankind. Online at [worldoceanobservatory.org](http://worldoceanobservatory.org).