

# OCEAN LEGACY FOUNDATION

## COVERAGE REPORT

**2025**



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# INTRODUCTION

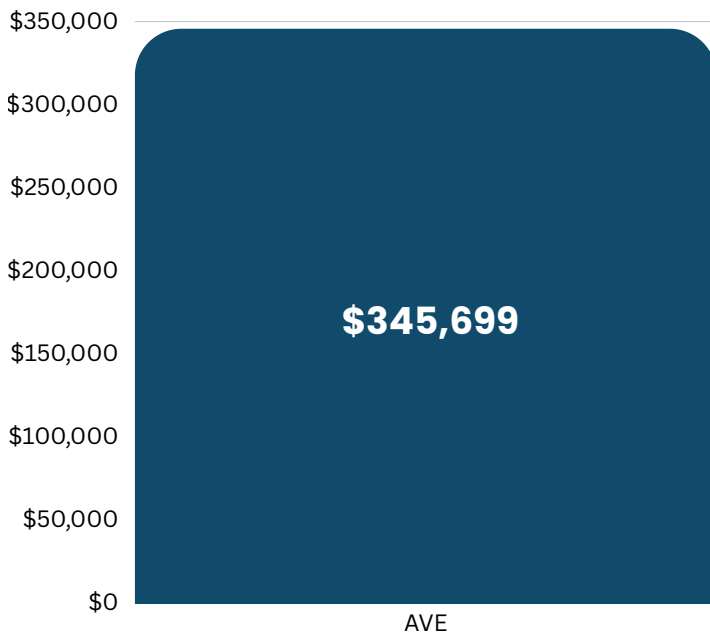
From January 1 - November 12, 2025, Ocean Legacy Foundation received over 295 media mentions, with potential reach of over 37 million, and advertising value equivalency (AVE) of over \$345,000.

Specifically for Ocean Legacy Foundation's Marine Plastic Membership Program, there were over 17 media mentions, valued at over \$24,000, with the potential reach of over 2.6 million.



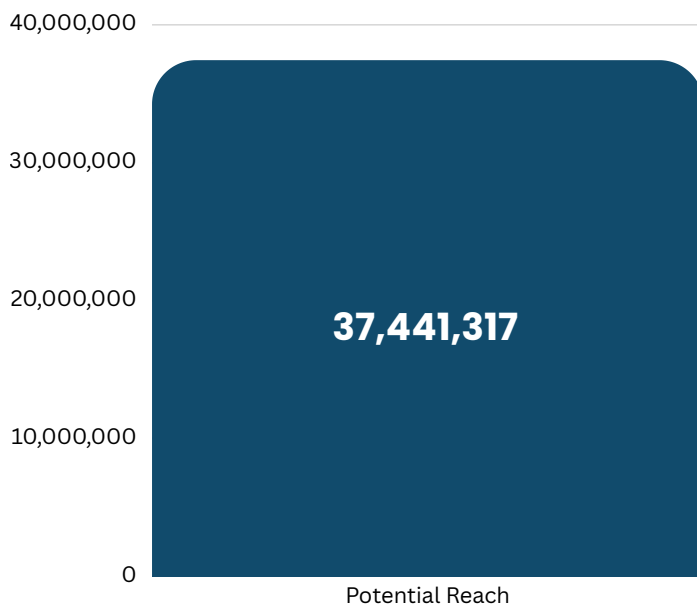
# TOTAL COVERAGE RESULTS

## Advertising Value Equivalency



OLF media mentions were valued at approximately **\$345,699**. This does not include organic social media exposure.

## Potential Reach



OLF had over **295** media mentions.

OLF media mentions had a potential reach of approximately **37,441,317**. This does not include organic social media exposure.

# COVERAGE HIGHLIGHTS

## Vancouver Sun

14/09/2025



## CBC

21/09/2025



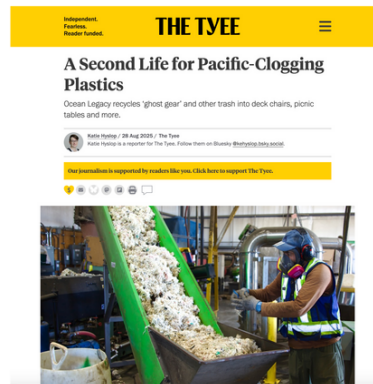
## Calgary Sun

29/07/2025



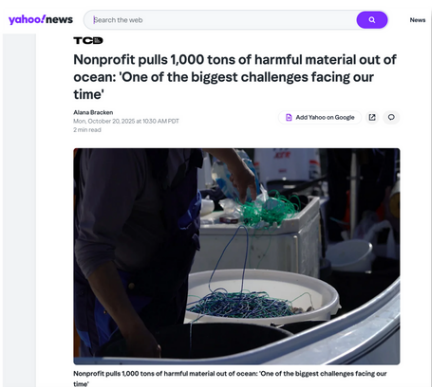
## The Tye

28/08/2025



## Yahoo News

20/10/2025



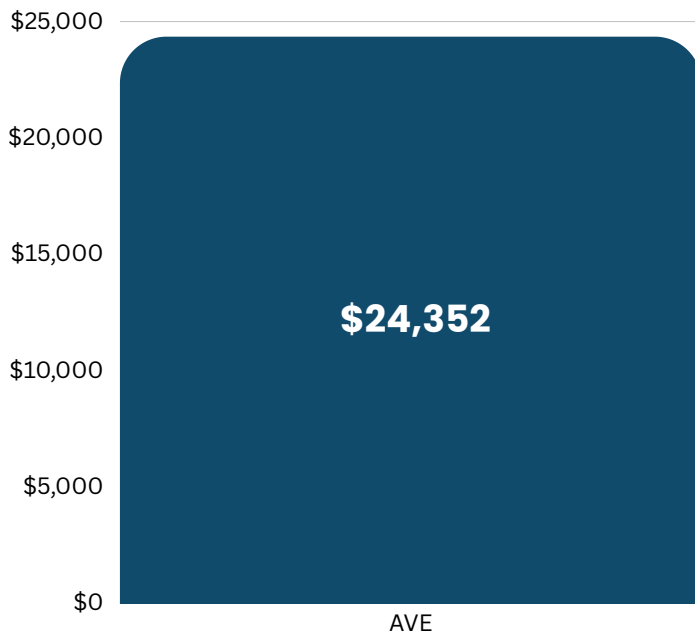
## Victoria News

25/01/2025



# MARINE PLASTIC MEMBERSHIP PROGRAM EARNED MEDIA RESULTS

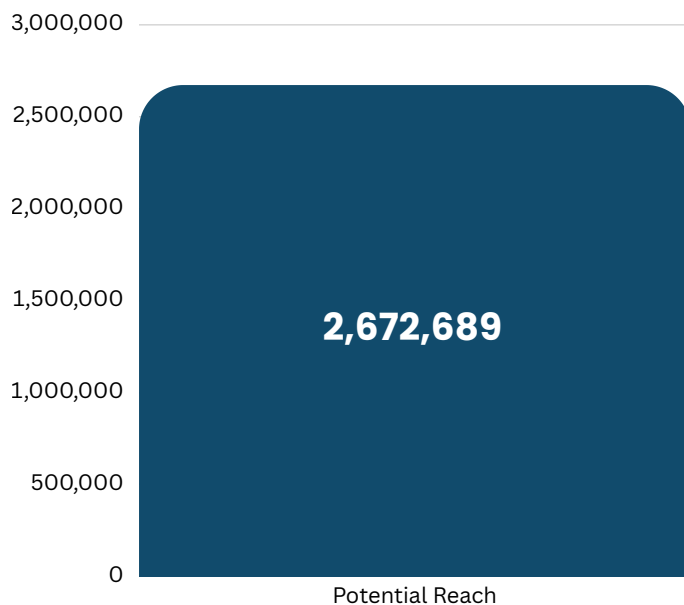
## Advertising Value Equivalency



OLF MPMP media mentions were valued at approximately **\$24,352**. This does not include organic social media exposure.

OLF had over **17** MPMP media mentions.

## Potential Reach

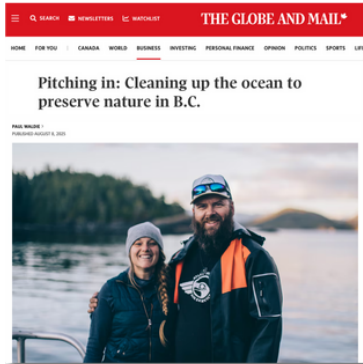


OLF MPMP media mentions had a potential reach of approximately **2,672,689**. This does not include organic social media exposure.

# MARINE PLASTIC MEMBERSHIP PROGRAM COVERAGE HIGHLIGHTS

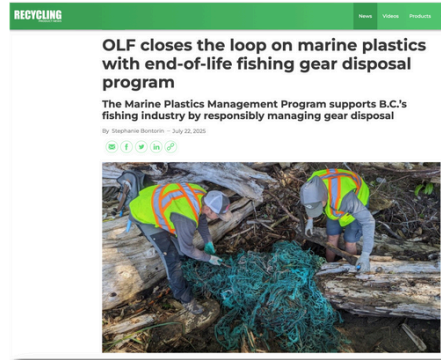
## The Globe and Mail

08/08/2025



## Recycling Product News

22/07/2025



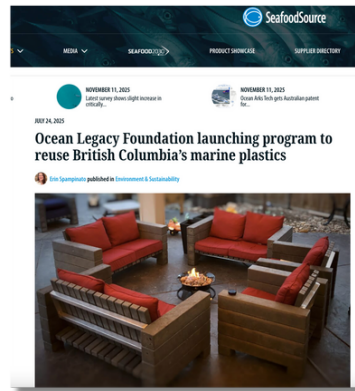
## CBC Radio One Victoria

22/07/2025



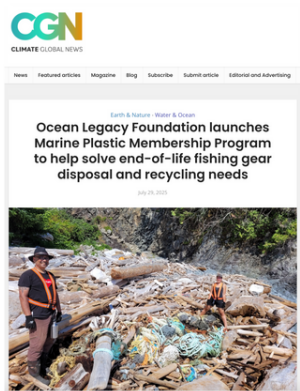
## SeafoodSource

24/07/2025



## Climate Global News

29/07/2025



## Aquaculture North America

25/07/2025

