



# NOMAD

## **For Immediate Release**

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## **Nomad Joins Blue Whales and Blue Skies Program Brand Ambassador Program**

Santa Barbara, California—Nomad Goods is excited to join the brand ambassador program for the Protecting Blue Whales and Blue Skies Program (BWBS).

BWBS incentivizes ship operators to reduce vessel speeds when transiting along the California coastline. Since its inception in 2014, BWBS's mission is to reduce greenhouse gas emissions, endangered whale strikes, and underwater noises from vessels.

“Brands have a critical role to play in vessel speed reduction programs by sending a signal to ship operators about the importance of sustainable shipping practices,” said Robert Mazurek of the California Marine Sanctuary Foundation, one of the administrative partners of the Blue Whales Blue Skies program. “The BWBS program believes companies and consumers should know if their goods are carried by ships that are operating sustainably to protect the environment.”

When a company signs on as an ambassador, they are given access to BWBS data on logistics companies' levels of participation along the California coastline. This data provides transparency to companies about the performance of cargo shippers within the vessel speed reduction zones.

The program is a collaborative effort by the Air Pollution Control Districts of Santa Barbara, Ventura and Bay Area; the Channel Islands, Cordell Bank, and Greater Farallones National Marine Sanctuaries; The Volgenau Foundation; California Marine Sanctuary Foundation; National Marine Sanctuary Foundation; Greater Farallones Association; and Environmental Defense Center.

To become a Brand Ambassador, send inquiries to [info@bluewhalesblueskies.org](mailto:info@bluewhalesblueskies.org). For more information visit <https://www.bluewhalesblueskies.org/>