

The Reef Whiteout

Student slogans may help boost the Great Barrier Reef's future

STUDENTS from Mansfield State High School are leading the way in the challenge to save the Great Barrier Reef.

Year 10 student Ryan Sheldrake has won first prize in a competition to find a slogan that will inspire young people to rally to save the Reef from climate change.

Chosen from more than 100 applicants, Ryan's catchphrase "Our Generation, Our World, Our Reef" was awarded the Telstra prize for its universal call for action on this urgent global issue.

Judges were impressed with the simplicity, yet power, of the slogan, which also contains the acronym — OOO.

State Education Minister Geoff

Wilson recently presented Ryan with his prize. The competition was held by the Great Barrier Reef Foundation as part of the launch of its Whiteout Program — a new public awareness campaign aimed at Queensland school students. Runner-up slogans included Reef preservation without hesitation

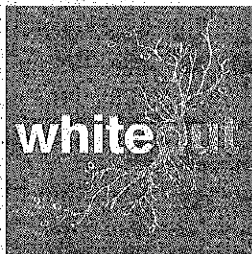
(Caitlin Usher, AB Paterson College) and Our Reef, Our Responsibility (Andrew Cleland, Mansfield State High School).

The Whiteout Program highlights the environmental threats facing the Great Barrier Reef to adolescents and promotes ideas and debate about the actions that could be taken to reduce the risks.

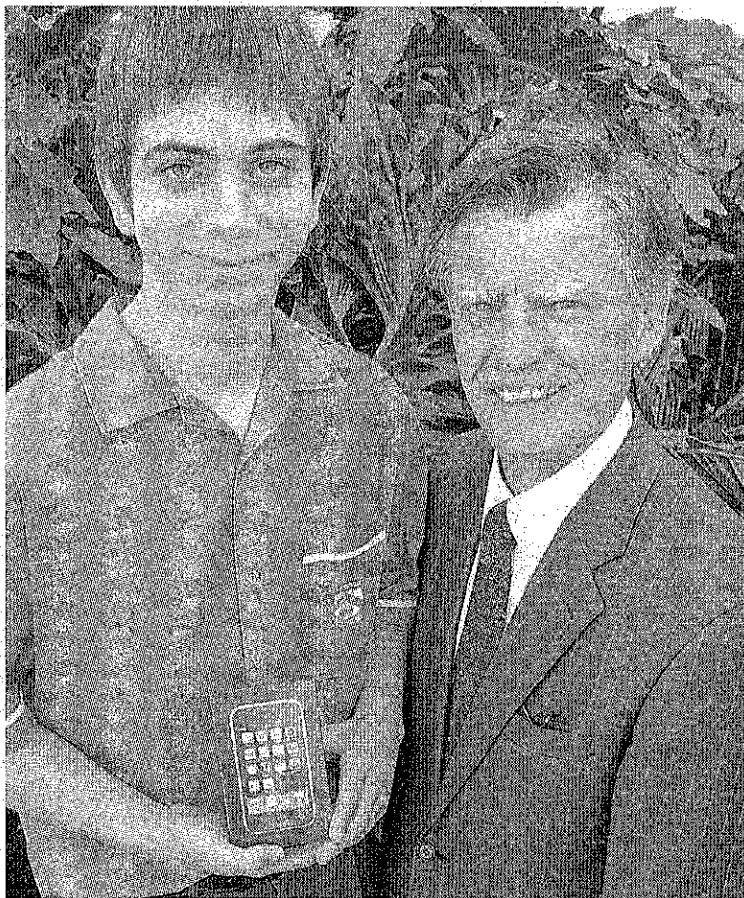
"In Whiteout we have a new and complementary vehicle specifically designed for engaging with a young audience previously beyond the reach of existing GBRF programs, which are mainly designed for corporate and adult philanthropic markets," GBRF managing director Judy Stewart said. "GBRF is very excited about the Whiteout youth program — its scientific credentials draw

on the close involvement the foundation already has with the University of Queensland, positioning scientific content, and real research leaders like Professor Ove Hoegh-Guldberg, at its core."

In March, Mansfield High students attended a Whiteout forum "Now You See It Now You



**Our Generation
Our World
Our Reef**



SUCCESS ... Ryan Sheldrake with Education Minister Geoff Wilson.

Don't" as part of the Ideas Festival. It was there that they and other students were asked to create a slogan that best represented youth's role in helping to save the Great Barrier Reef from the threats of climate change.

Mansfield High already has a strong record for caring for the environment with a number of awards and study programs in place and will continue its relationship with GBRF by developing an "E-book" which will be presented at the Brisbane's Writers Festival in September.

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Professor Ove Hoegh-Guldberg

Ove Hoegh-Guldberg is Professor and Director of the Centre for Marine Studies at the University of Queensland. His research is focussed on the impacts of global warming and ocean acidification on coral reef ecosystems. Learn more from Lisa Yallamas' video interview: