Waterlust Apparel introduces New Design in Partnership with REEF

HEALTH & SUSTAINABLE LIVING, ISSUE 67 - DECEMBER 2020, PARTNERS, THINGS WE LIKE

Share this

https://sevenseasmedia.org/waterlust-apparel-introduces-new-design-in-partnership-with-reef/?fbclid=IwAR3Utyrgg7CQVJYYEjwOGp0HRUVt1Orz09wlvc-oA5gs...
Unique partnership benefits efforts to control Lionfish overpopulation

Waterlust, an award-winning apparel company dedicated to marine biology advocacy, has added a new design to its swim and activewear line. The newest entry highlights the lionfish, a brightly-colored, spiny fish that is endangering Florida reefs.

The lionfish is not native to the US East Coast and has no predators. It has invaded the coastline and is capable of causing extinctions of native plants and animals, reducing biodiversity, competing with native organisms for limited resources, and altering habitats.

The lionfish’s high reproduction rate and rampant killing of native reef fish spurred Waterlust to step up to support the eradication of the fish from the Eastern seaboard. According to Waterlust CEO Patrick Rynne, the lionfish issue is one of critical importance. “We’re really excited to contribute to the fight against invasive Lionfish. Besides motivating people to hunt for and eat these plentiful fish, we’re looking forward to educating our community about how invasive species take over an ecosystem in the first place. More often than not, it’s us humans that cause the problem allowing a non-native species to take hold, so it’s critical to teach those hard-learned lessons to help prevent them in the future.”

10% of profits from the sale of its lionfish-design collection will support the Florida research group Reef Environmental

RECENT JOB POSTINGS

Postdoctoral Positions: Marine Biology
Sweden & international sites • University of Gothenburg • full-time

Senior Grants Manager
Oakland, CA • Coral Reef Alliance • full-time

National Policy Associate
Washington, DC • Azul • full-time

California Conservation Equity Fellow
Washington, DC • Creation Justice Ministries • full-time

Assistant Director, Virginia Coastal Policy Center
Williamsburg, VA • Virginia Coastal Policy Center • full-time
Waterlust Apparel introduces New Design in Partnership with REEF — SEVENSEAS Media

Education Foundation (REEF) who have been on the forefront of action to curb the invasive lionfish since 2006. The partnership reflects Waterlusts’ mission to promote key ocean science research through awareness and conversation.

Rynne is quick to point out that this line’s cause is a departure from the norm. “Typically we support the research and conservation of species and ecosystems but the Lionfish is wreaking havoc on the entire Eastern coast. We feel a responsibility to help, and so have stepped in with an engaging design to educate the public and help fund solutions.”

The Lionfish collection includes leggings, athletic top, sun suit, and headband and is available at www.Waterlust.com.

This could be one of the best choices for your Holiday Gift. Please follow the link to see more...

This piece was prepared online by Panuruji Kenta, Publisher, SEVENSEAS Media