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Global Underwater Explorers joins the global #GivingTuesday movement and pledges to donate 100% of the funds to their conservation initiative Project Baseline.

Florida, USA—Global Underwater Explorers (GUE) has joined #GivingTuesday, a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. GUE will be raising donations to support their global conservation initiative, Project Baseline, which is working to document changes in underwater conditions around the world over time. To donate to the movement visit: www.projectbaseline.org/givingtuesday.

Occurring this year on November 28, #GivingTuesday is held annually on the Tuesday after Thanksgiving (in the US) and the widely recognized shopping events Black Friday and Cyber Monday to kick off the holiday giving season and inspire people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support.

GUE has decided to join the #GivingTuesday movement in order to support the critical conservation efforts of oceans, rivers, lakes, springs, and submerged caves around the world that are not only crucial to economies, and different species, but also critical to the diving community. Currently, Project Baseline efforts are taking place in over 35 countries around the world, by more than 400 volunteer citizen scientists. Our goal is to raise \$2,500 to support one of our chosen volunteer Projects next year in order to help them take their outreach and documentation efforts to the next level.

“We are in the midsts of the worlds sixth max extinction event,” said Project Baseline Director Dr. Todd Kincaid. “We need to stop burying our heads in the sand and start taking the steps necessary to protect these critical underwater environments. This starts with everyone doing their part to help document and then protect these environments for future generations.”

Those who are interested in joining GUE’s #GivingTuesday initiative can visit www.projectbaseline.org/givingtuesday. For more details about the #GivingTuesday movement, visit the #GivingTuesday website (www.givingtuesday.org), and the #GivingTuesday hashtag on social media.

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Global Underwater Explorers, a US 501(c)(3), began with a group of divers whose love of underwater exploration grew naturally into a desire to protect those environments. In 1999, they created a unique organization dedicated to high-quality diver education with the goal of supporting aquatic research that advances conservation and safely expands exploration of the underwater world. GUE’s conservation initiative Project Baseline empowers passionate citizens to observe and record change within the world’s aquatic environments in a way that fosters public awareness and supports political action. Project Baseline offers divers a platform to document and make public the state and ongoing changes of their local aquatic resources.