

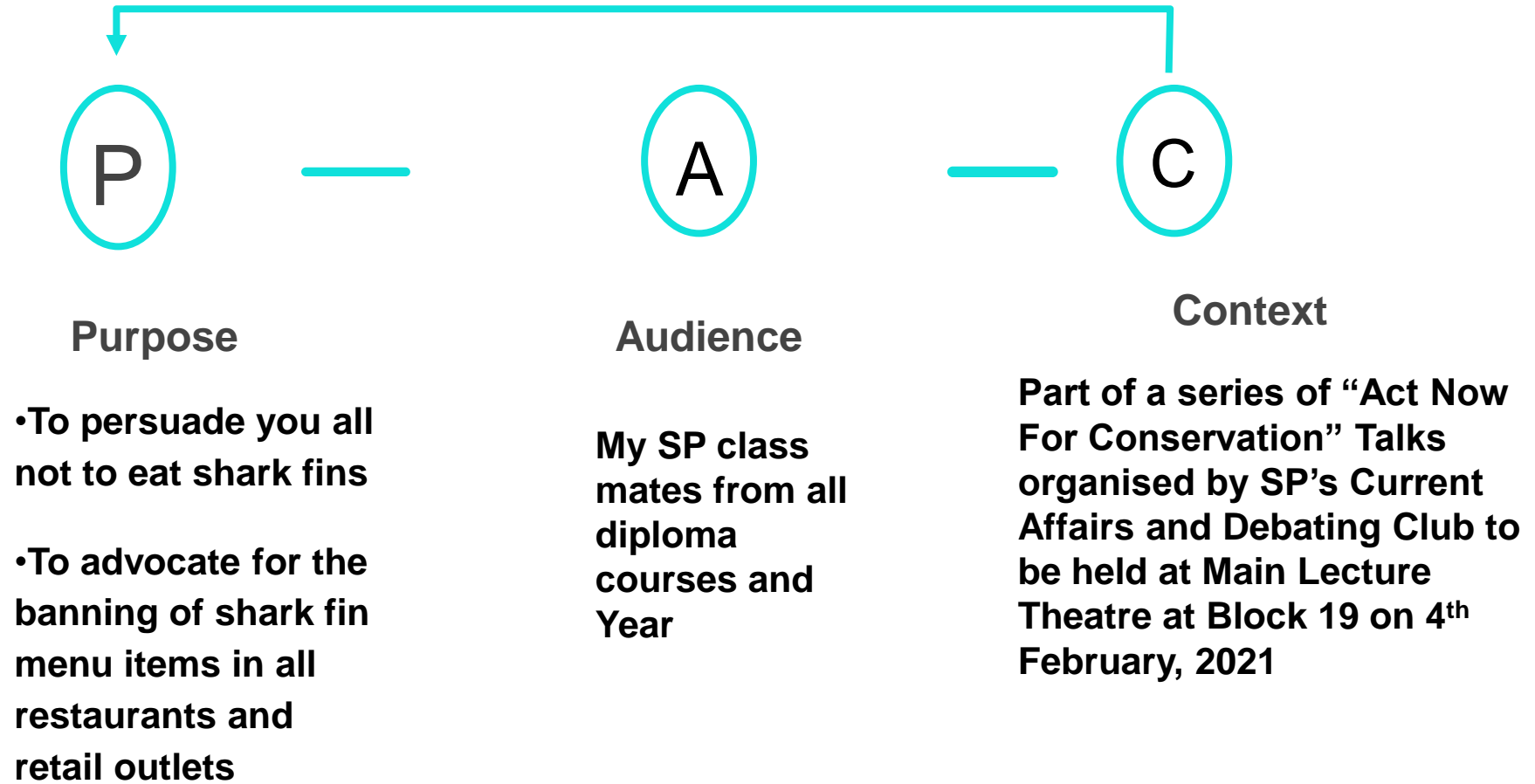






[This Chinese New Year or any other occasion, let's say no to fins!](#)

“Say No to Fins” CA2 Pitch



there are around 5-10 shark related deaths each year.
over 100 million sharks are murdered each year.
now, who's the killer?



A holiday off Lombok that horrified and impacted me when I was ten

My Narrative and the Reason Why I Say No to Fins



- 1. Trigger Event** – I went on a fishing trip with my father in Lombok Indonesia when I was ten. One fisherman hauled onto the boat a large shark and proceeded to hack off its fins one by one with his blunt rusty knife. The fisherman then threw the blood splattered, maimed and limbless shark back into the sea. The brutality of how the shark was finned is something I can still remember vividly now. I can recall the wild thrashing sounds of pain that the shark made when his fin were shorn off, his blinking eyes and the deep pool of blood which stained the sea when the shark was thrown overboard
- 2. Transformation** – As I grew older and went out to eat at Chinese restaurants, I realised that one popular (though expensive) dish on the menu was shark fins soup. Remembering the barbaric Lombok shark finning incident, I refused to eat the dish when it was presented to me and I have stopped eating the dish steadfastly since I was 13
- 3. Life Lesson** – After watching former NBA star player Yao Ming's Wild Aid PSAs and reading further on why sharks are an important part of the oceans' ecosystem, I no longer wanted to be a consumer of shark fins. I wished my family members and close friends did not eat the dish too. I realised that they needed to be told and know for themselves how sharks were being brutally killed and how species of sharks are being depleted at an alarming rate. I know that my action is a small step but an important one because I believe strongly that all progressive journeys begin with a single step forward into action no matter how small the gesture

My Narrative and the Reason Why I Do Not to Eat Shark Fin Anymore



4. **Call to Action** – I want to advocate for the banning of shark fin menu items in restaurants and all retail outlets in Singapore. I feel strongly that if there is no demand to eat shark fin, the widespread and brutal killing of sharks will stop
5. **How the Audience can benefit from the story?**
It only takes one person to stop eating shark fins to ignite the desire for others to do so too and to have a wider consciousness about protecting our wildlife and our ecosystems in Asia. This may lead them further to act on why it would also not be acceptable to eat turtle meat, wear ivory or drink pangolin scale medicinal broths

I would like to convince you all to support the environmental organisation Wild Aid and help its efforts to reduce the demand for wildlife products and help in their efforts to support conservation in local communities within Asia



Say No to Fins: Key Messages



1. To stress the brutal process of hacking the fins off a shark and the slow and excruciating painful death for them as they are discarded without any care thereafter
2. To emphasise the tasteless and non nutritional value of shark fins
3. To highlight the alarming rate at which sharks are being killed and the colossal widespread damage to our ocean ecosystems globally
4. To canvass support and help fund the conservation work by Wild Aid within Asia

**I have
learned
we are never
too small
to make a
difference.**



The Greta Effect



School Strike for the Climate

