

NatGeo Unveils a New Advocacy Plan for Flordia's Infamous Mangroves

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National Geographic is known for its daring leadership in exploration, conservation, and adventure. For years, the globetrotters of Natgeo have searched the highest mountains and hottest deserts in order to bring the wilderness to you. Today, NatGeo is proud to announce a new initiative aimed at securing the future of Flordia's most invaluable resource: Mangroves. NatGeo is committed to conserving Flordia's precious coastlines and combating climate change along the way.



In 2022, Florida was announced as the most popular state to move to with a reported 319,000 new residents. With this continuous rate of migration, there are about 1,218 new Floridians each day. NatGeo saw this recent influx in migration to Flordia as a real threat to the “rainforests of the sea” and decided that rather than waiting for detrimental environmental disruption it was their duty to protect the coastlines. These unique coastal ecosystems are vital for biodiversity, acting as nurseries for fish,

providing a habitat for numerous species, and serving as a crucial buffer against coastal erosion, sea-level rise, and hurricanes. In an effort to protect these attributes, Natgeo is taking bold steps to prevent the loss of these crucial wetlands.

NatGeo intends to purchase and secure the rights to mangrove areas that have been identified as ecologically significant along the coast and are particularly in danger from development. Jill Tiefenthaler, CEO of NatGeo, commented that “Mangroves provide a lifeline for countless species and are a critical tool in our fight against climate change. This new plan represents a new frontier in our mission to conserve the last of what nature has to offer.” After these lands are secured NatGeo is determined to work closely with conservationists in order to shelter the areas from any further danger and plans to open a conservation park to the public in 2028 to promote a deeper public understanding of the importance of mangroves.

About National Geographic:

For 135 years, National Geographic has worked to inspire, make a difference, and support scientific revolutions to better our ever-changing world. Through our award-winning media, National Geographic has been at the forefront of exploration inspiring generation after generation to get outside and dive into nature like never before. Now that our world is in danger like never before, National Geographic is dedicated to ensuring a sustainable future and supporting initiatives that protect and preserve our planet's natural heritage.

Mission Statement:

National Geographic helps empower nature lovers to create an unbreakable bond with the outdoors by creating media like no other.



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Florida's Mangrove Conservation

Be the first to witness groundbreaking conservation action with the official ribbon cutting of National Geographic's new Magrove park and presentations from eco-conscious vendors! Celebrate the new cutting edge protection program in the heart of Florida's wild coast line!

September 30th
9AM - 11AM

Tampa Convention Center, Tampa, FL
<https://www.nationalgeographic.com/>

