

FOR IMMEDIATE RELEASE

March 15, 2010

Alden B. Dow Museum of Science and Art presents:

What: Jean-Michel Cousteau presents "The Great Ocean Adventure"

When: Saturday, March 20 – 7 pm

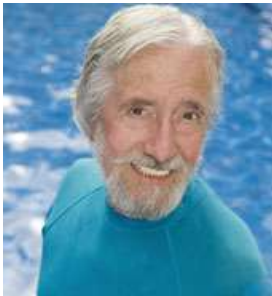
**Where: Little Theatre, Midland Center for the Arts, 1801 W. St. Andrews Rd.,
Midland, MI 48640**

Cost: \$8 general admission; \$5 Museum members

Information: Call Ticket Office at (989) 631-8250 or (800) 523-7649 or www.mcfta.org

Ticket "Buy Page":

http://www.mcfta.org/A_ABDow/waterworks_index.html#cousteau



MIDLAND – Of all the names associated with the world's oceans, perhaps none is more recognizable than that of "Cousteau." **Jean-Michel Cousteau**, the son of pioneering ocean explorer Jacques Cousteau, tirelessly carries on the tradition of protecting the world's oceans through his 40 years of nonstop activities all over the globe. Following his family legacy, Jean-Michel Cousteau has been deemed "a voice for the ocean" communicating to a new generation. His advocacy on the part of the world's oceans has earned him countless prominent awards and recognitions.

Presented by The Alden B. Dow Museum of Science and Art as a part of its exhibition *WaterWorks: Soak Up the Science!* **Jean-Michel Cousteau** visits Midland Center for the Arts to present **"The Great Ocean Adventure"** for one night only: **Saturday, March 20 at 7 pm**. A filmmaker, advocate, environmentalist, and educator, Cousteau charms audiences with his stories, images and video from the world deep below the surface. His multimedia discussion will awe and delight all ages as Cousteau fills the Little Theatre with ocean life, inspiring us to protect our most precious resource. Tickets are \$8 general admission; \$5 Museum members. Call Ticket Office at (989) 631-8250 or (800) 523-7649 or www.mcfta.org

"Jean-Michel has the rare ability to engage both adults and children with his passion for his subject and his delightful sense of humor." - Tellus World of Science

Sponsored by The Dow Chemical Company: To protect our oceans, The Dow Chemical Company has created an alliance with Jean-Michel Cousteau's Ocean Futures Society (OFS) to help educate the public, encourage responsible behaviors and provide opportunities to make a difference. www.oceanfutures.org.

A VOICE FOR THE OCEAN

Explorer, environmentalist, educator, film producer – for more than four decades Jean-Michel Cousteau has used his vast experiences to communicate to people of all nations and generations his love and concern for our watery planet.

Since first being “thrown overboard” by his father at the age of seven with newly invented SCUBA gear on his back, Jean-Michel has been exploring the ocean realm. The son of ocean explorer Jacques Cousteau, Jean-Michel spent much of his life with his family exploring the world's oceans aboard *Calypso* and *Alcyone*. After his mother's death in 1990 and his father's in 1997, Jean-Michel founded Ocean Futures Society in 1999 to carry on this pioneering work.

Responding to his father's call to “carry forward the flame of his faith,” Jean-Michel's Ocean Futures Society, a non-profit marine conservation and education organization, serves as a “Voice for the Ocean” by fostering a conservation ethic, conducting research, and developing marine education programs. Jean-Michel serves as an impassioned spokesman and diplomat for the environment, reaching out to the public through a variety of media. He has produced over 70 films, and been awarded the Emmy, the Peabody Award, the Cable Ace Award and the 7 d'Or – the French equivalent of the Emmy.

Today, as President of Ocean Futures Society, Jean-Michel travels the globe, meeting with world leaders and policymakers, both at the grassroots level and the highest echelons of government and business, educating young people, documenting stories of change and hope, and lending his reputation and support to help energize alliances for positive change.

Through Ocean Futures Society, Jean-Michel continues to produce environmentally oriented programs and television specials, public service announcements, multi-media programs for schools, web-based marine content, books, articles for magazines and newspaper columns, and public lectures, reaching millions of people all over the world.

A MAN OF “FIRSTS”

Throughout his life, Cousteau has been a man of “firsts.” On Earth Day in 1997, he became the first person to host an undersea live video chat from the coral reefs of Fiji, celebrating the Year of the Reef around the world. Jean-Michel continued his success into 2002 when he was selected as the first person to represent the environment by carrying the Olympic Flag into the stadium during the Winter Games.

Acting on a childhood dream to build cities under the sea, Jean-Michel pursued a degree in architecture, graduating from the Paris School of Architecture in 1964. He remains a member of the Ordre National des Architectes, the French counterpart of the American Institute of Architects. Artificial floating islands, schools, and the headquarters of an advanced marine studies center in Marseilles, France are among his projects. Cousteau created the first environmentally-friendly resort on the Fiji Islands, representing his commitment to ensure the safety and sanity of our oceans for years to come. While Jean-Michel may be a man of “firsts,” his ultimate goal is to educate and inform the world on how each of us may do our part in keeping the world's oceans flourishing.

DOW'S INVOLVEMENT

Since time began, the ocean has drawn humans to its beauty and bounty, inviting us to explore new lands, and providing us with many of the foods, medicines and even the rainfall that we need to survive. Centuries of impact, however, are taking their toll, threatening important habitats and thus our future.

To protect this vital resource, Dow has created an alliance with Jean-Michel Cousteau's Ocean Futures Society (OFS) to help educate the public, encourage responsible behaviors and provide opportunities to make a difference. Cousteau is the son of the late Jacques Cousteau, the pioneering explorer of the world's oceans and inventor of underwater breathing devices.

“Humans everywhere throw trash into the oceans and elsewhere without thinking about the impact it has on marine life or on humans for that matter,” said Cousteau. “The health of our oceans and underwater habitats is directly connected to the survival of all life on Earth, so it's critical that we work together to develop sustainable solutions — starting with education.”

The Alden B. Dow Museum of Science and Art (ABDM) celebrates discovery, creativity and individual expression through art, science and the interplay between them. Exhibitions in the Museum, classes at the Museum School, multiple outreach programs, a permanent collection and various special events are all components in the ABDM programming.

Midland Center for the Arts, Inc. is a non-profit, tax-exempt corporation formed under the laws of the State of Michigan incorporating six groups: Alden B. Dow Museum of Science and Art, MATRIX:MIDLAND, Midland County Historical Society, Midland Symphony Orchestra, Music Society and Theatre Guild. Activities at Midland Center for the Arts are supported in part by the Michigan Council for Arts and Cultural Affairs, a partner agency of the National Endowment for the Arts. For the latest Center news, visit our web site at www.mcfta.org.

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