

Jillian Mitchell
V00068656
March 28, 2025

Assignment 2: Media Release

To: media distribution list (Mary Griffin mgriffin@cheknews.ca, Phil Jang pjang@timescolonist.com, Marc Fawcett-Atkinson marc@nationalobserver.com, Emma Gilchrist emma@thenarwhal.ca, Kate Wilson kate@vantechjournal.com)

Subject Line: Breakthrough tech to restore ocean kelp, fight climate change | Damco

Attachment: [\(Rather than attaching these items, I've provided these via the media link below.\)](#)

- Images of ocean kelp forest (before and after)
- Images of technology, researchers in action
- Sound bites with Damco experts
- Videos of technology in action (i.e deferring predators)

28, March, 2025

FOR IMMEDIATE RELEASE

Damco unveils breakthrough tech in ocean conservation **New technology to restore dying kelp and slow climate change**

(Victoria, British Columbia): After 10 years of research, tech company [Damco](#) has developed a breakthrough technology to save endangered ocean kelp—and address the climate crisis.

Launched under Damco's \$6.5-million Ocean Kelp Project, the new technology, named OKP, is expected to help restore vital ecosystems, boosting the seaweed's ability to absorb carbon dioxide, regulate ocean temperatures, and slow climate change. A full report will be released next week, but initial results show a 7.3 per cent annual kelp growth.

"Our breakthrough isn't just a win for kelp forests—it's a crucial step in addressing the climate crisis," says Janet Market, chief executive officer of Damco. "This achievement reflects our team's dedication and expertise, and I believe our report will be a valuable resource worldwide."

Global kelp populations have declined rapidly over the past decade—by more than 95 per cent in select areas. Since 2015, Damco’s Ocean Kelp Project has led nearly a decade of research to combat this loss. The technology reflects the team’s expertise and innovation.

“Our technology uses acoustic signals and biochemical compounds to form a protective barrier around kelp, shielding it from predators and pollution,” says Diego Santiago, lead researcher at Damco. “The results are remarkable—kelp growth increased by 2.3 per cent last month. Without this technology, we would’ve seen a 1.8 per cent decline.”

The [full report](#) will be available on April 4, 2025. For more information, or to schedule an interview with a Damco representative, please contact Jillian Mitchell (details below). Promo materials are available in our [media room](#).

[Damco](#) is a leader in technological innovation with over 20 years of industry experience. The for-profit organization is committed to supporting the environment through conservation efforts, public education, and youth-focused training programs

More Resources

- [Stats](#) on global kelp forests
- [Into the Blue: Securing a Sustainable Future for Kelp Forests](#)

Quick Facts

- Global kelp forests are declining rapidly, in select areas up to 95 per cent.
- Damco’s \$6.5-million Ocean Kelp Project was established in 2015 to address the ecosystem’s decline.
- Damco's new OKP technology is expected to lead to a 7.3 per cent annual kelp growth.
- Damco’s [full project report](#) will be available on April 4, 2025.

-30-

Jillian Mitchell
public relations assistant
jillian.mitchell@damco.com
(250) 555-1234