

THE END OF THE LINE



**Release date:
June 12th
Exclusive previews & events on
“World Ocean Day” - June 8th**

Imagine an ocean without fish.

Imagine your meals without seafood.

Imagine the global consequences.....

no fish in the sea by 2050, unless we do something about it now.

The End of the Line, is the world's first major feature documentary about the devastating impact overfishing has had and is having on our oceans. Based on the book by former Telegraph journalist Charles Clover and filmed over two years, *The End of the Line* provides a dramatic expose of those in power who are taking advantage of the seas with catastrophic consequences on the world's fish supplies.

In *The End of the Line*, we see firsthand the effects of our global love affair with fish as food. The film examines the imminent extinction of bluefin tuna, brought on by increasing western demand for sushi; the impact on marine life resulting in huge overpopulation of jellyfish; and the profound implications of a future world with no fish, which would bring certain mass starvation.

Throughout the film we follow Charles Clover as he confronts politicians and celebrity restaurateurs, who exhibit little regard for the damage they are doing to the oceans. One of his allies is the former tuna fisherman turned whistleblower Roberto Mielgo – on the trail of those destroying the world's magnificent bluefin tuna population. Filmed around the world – from the Straits of Gibraltar to the coasts of Senegal and Alaska to the Tokyo fish market – featuring top scientists, indigenous fishermen and fisheries enforcement officials, *The End of the Line* is a wake-up call to the world. It is however a wake-up call which demonstrates the simple changes people can make to reverse the current predicament facing everyone.

Directed by Rupert Murray, the film was officially selected for the 2009 Sundance Film Festival. Film funding came from a variety of sources including private foundations, private donations and equity investment. Strong alliances have been built with NGOs around the world including Greepeace, WWF, Oceana and the Marine Conservation Society.

Released in the UK around World Ocean Day (which takes place on the 8th June) The End of the Line has continued to attract strong supporters including UK retailer Waitrose.

For further information on The End of the Line, please contact Rogers & Cowan:

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Tickets for preview screenings at cinemas on World Oceans Day – Monday 8 June, now available from www.endoftheline.com