Nearly 50 years ago, the U.S. ushered in a new era of ocean conservation by creating the National Marine Sanctuary System. Since then, we’ve grown into a nationwide network of 15 national marine sanctuaries and two marine national monuments that conserve more than 620,000 square miles of spectacular ocean and Great Lakes waters.

Your national marine sanctuaries and monuments support coastal communities and drive local economies by providing jobs and opportunities for people to discover, recreate, and form lifelong connections with these spectacular places.

Sanctuaries connect people and communities through science, education, recreation, and stewardship. We rely on these networks to inspire community-based solutions that help us understand and protect our nation’s most spectacular habitats, marine life, archaeological wonders, and cultural seascapes.

As we look toward the future, we fully embrace our responsibility to save these spectacular places and ensure the National Marine Sanctuary System remains a source of pride and enjoyment for all Americans. Help us #SaveSpectacular!

Key Information

**Launch Date:** October 21, 2021  
**Duration:** Oct. 21, 2021 - Dec. 31, 2022  
**Website:** sanctuaries.noaa.gov/50  
**Theme:** Save Spectacular: Celebrating 50 Years of National Marine Sanctuaries  
**Tags:** #SaveSpectacular, #50OCC  
**Toolkit:** sanctuaries.noaa.gov/50/toolkit.html  
**General Inquiries:** Sanctuaries@noaa.gov

Questions? Email: Sanctuaries@noaa.gov
Focus Themes

During the campaign, we will follow five focused themes highlighting various aspects of the national marine sanctuary system.

- **Celebrate Spectacular:** From this October through December, we’ll kick off our 50th celebration and emphasize the history and accomplishments of the sanctuary system over the last 50 years.
- **Discover Spectacular:** From January to March we’ll start the new year with a focus on the diversity of education and outreach programs developed and delivered by sanctuaries and our partners throughout the system.
- **Explore Spectacular:** From April to May we’ll dive into our sanctuaries and focus on how exploration and research help us understand and manage threats to sanctuary resources.
- **Enjoy Spectacular:** From July to September, we’ll embark on our “Get Into Your Sanctuary” campaign throughout the sanctuary system by promoting responsible recreation, tourism, and stewardship, and explore the various ways in which people build personal connections to these special places.
- **Save Spectacular:** From October to December we’ll conclude the 50th celebration by inviting people to share why sanctuaries are special places and should be conserved for future generations, celebrating our 50th anniversary in late October 2022, and launching a new strategic vision for the system.

Suggested Social Media Messages

Join us and *Celebrate Spectacular* by sharing a post below or creating your own! Check out our #SaveSpectacular media toolkit at sanctuaries.noaa.gov/50/toolkit.html.

**Facebook:**

1: We are celebrating with @NOAAOfficeofNationalMarineSanctuaries and @marinesanctuary during their 50th anniversary year! 50 years ago, the U.S. ushered in a new era of ocean conservation by creating the National Marine Sanctuary System. Since then, they’ve grown into a nationwide network of 15 national marine sanctuaries and two marine national monuments that conserve more than 620,000 square miles of spectacular ocean and Great Lakes waters. Learn more about their year-long celebrations, visit www.sanctuaries.noaa.gov/50. #SaveSpectacular

2: Help @NOAAOfficeofNationalMarineSanctuaries and @marinesanctuary celebrate 50 years of National Marine Sanctuaries! Share your story about a favorite sanctuary visit and why we need to #SaveSpectacular. Learn more about their year-long celebrations, visit www.sanctuaries.noaa.gov/50.

3: Did you know the national marine sanctuary system is nearly the size of Alaska? That’s right, over 620,000 square miles are waiting for you to explore! Celebrate 50 years with @NOAAOfficeofNationalMarineSanctuaries and @marinesanctuary, visit www.sanctuaries.noaa.gov/50. #SaveSpectacular

Questions? Email: Sanctuaries@noaa.gov
Instagram:
1: We are celebrating with @noaasanctuaries and @marinesanctuaryfdn during their 50th anniversary year! 50 years ago, the U.S. ushered in a new era of ocean conservation by creating our National Marine Sanctuary System. Since then, they’ve grown into a nationwide network of 15 national marine sanctuaries and two marine national monuments that conserve more than 620,000 square miles of spectacular ocean and Great Lakes waters. Learn more about their year-long celebrations, visit www.sanctuaries.noaa.gov/50. #SaveSpectacular

2: Help @noaasanctuaries and @marinesanctuaryfdn celebrate 50 years of National Marine Sanctuaries! Share your story about a favorite sanctuary visit and why we need to #SaveSpectacular. Learn more about their year-long celebrations, visit www.sanctuaries.noaa.gov/50.

3: Did you know the national marine sanctuary system is nearly the size of Alaska? That’s right, over 620,000 square miles are waiting for you to explore! Celebrate 50 years with @noaasanctuaries and @marinesanctuaryfdn, visit www.sanctuaries.noaa.gov/50. #SaveSpectacular

Twitter:
1: We are celebrating with @Sanctuaries & @marinesanctuary! 50 years ago, the National Marine Sanctuary System was created and now consists of 15 national marine sanctuaries and two marine national monuments. Learn about their #SaveSpectacular celebrations: www.sanctuaries.noaa.gov/50

2: Help @Sanctuaries & @marinesanctuary celebrate 50 years of National Marine Sanctuaries! Share your story about a favorite sanctuary visit and why we need to #SaveSpectacular. Learn more about their year-long celebrations, visit www.sanctuaries.noaa.gov/50.

3: Did you know the national marine sanctuary system is nearly the size of Alaska? That’s right, over 620,000 square miles are waiting for you to explore! Celebrate 50 years with @Sanctuaries & @marinesanctuary, visit www.sanctuaries.noaa.gov/50. #SaveSpectacular

Social Media Assets
Visit sanctuaries.noaa.gov/50/toolkit.html to download social media graphics and images celebrating our 50th anniversary.

Questions? Email: Sanctuaries@noaa.gov
Who to Tag

Office of National Marine Sanctuaries
Facebook: https://www.facebook.com/NOAAOfficeofNationalMarine Sanctuaries/
Twitter: @sanctuaries
Instagram: @noaasanctuaries
Tumblr: @noaasanctuaries
YouTube: https://www.youtube.com/sanctuaries

National Marine Sanctuary Foundation
Facebook: https://www.facebook.com/marinesanctuary/
Twitter: @marinesanctuary
Instagram: @marinesanctuaryfdn
LinkedIn: https://www.linkedin.com/company/national-marine-sanctuary-foundation/

Thank you!

Have questions about the toolkit or our 50th Anniversary campaign? Reach out to Sanctuaries@noaa.gov.
Sanctuary System Social Media Handles

**National Marine Sanctuary of American Samoa** (American Samoa)
  Facebook: https://www.facebook.com/americansamoa.noaa.gov

**Channel Islands National Marine Sanctuary** (California)
  Facebook: https://www.facebook.com/ChannelIslandsNMS
  Twitter: @NOAA_CINMS

**Cordell Bank National Marine Sanctuary** (California)
  Facebook: https://www.facebook.com/CBNS
  Twitter: @CordellBank

**Florida Keys National Marine Sanctuary** (Florida)
  Facebook: https://www.facebook.com/floridakeysnoaagov
  Twitter: @FloridaKeysNMS

**Flower Garden Banks National Marine Sanctuary** (Texas/Louisiana)
  Facebook: https://www.facebook.com/FGBNMS
  Twitter: @FGBNMS

**Gray’s Reef National Marine Sanctuary** (Georgia)
  Facebook: https://www.facebook.com/graysreefsanctuary
  Twitter: @GraysReefNMS

**Greater Farallones National Marine Sanctuary** (California)
  Facebook: https://www.facebook.com/GFNMS
  Twitter: @GFNMS

**Hawaiian Islands Humpback Whale National Marine Sanctuary** (Hawai‘i)
  Facebook: https://www.facebook.com/hawaiihumpbackwhale
  Twitter: @HIHumpbackWhale

**Mallows Bay-Potomac River National Marine Sanctuary** (Maryland)
  Facebook: https://www.facebook.com/MallowsBayPotomacRiverNMS

**Monitor National Marine Sanctuary** (North Carolina)
  Facebook: https://www.facebook.com/NOAA-Monitor-National-Marine-Sanctuary-75101577927/
  Twitter: @MonitorNMS

**Monterey Bay National Marine Sanctuary** (California)
  Facebook: https://www.facebook.com/MBNMS
  Twitter: @MBNMS
  Instagram: @mbnms

**Olympic Coast National Marine Sanctuary** (Washington)
  Facebook: https://www.facebook.com/usolympiccoastgov
  Twitter: @OlympicCoast

**Papahānaumokuākea Marine National Monument** (Hawai‘i)
  Facebook: https://www.facebook.com/Papahanaumokuakea

**Stellwagen Bank National Marine Sanctuary** (Massachusetts)
  Facebook: https://www.facebook.com/SBNMS
  Twitter: @NOAASBNMS

**Thunder Bay National Marine Sanctuary** (Michigan)
  Facebook: https://www.facebook.com/ThunderBayShipwrecks
  Twitter: @ThunderBayNMS

Questions? Email: Sanctuaries@noaa.gov