

The Seahorse Trust

WORKING IN PARTNERSHIP WITH NATURE

NEWSLETTER

Spring 2017



Welcome to the spring 2017 newsletter

Welcome to the spring 2017 edition of our newsletter and thank you to all of you for your amazing support this autumn and winter; without you we could not have achieved so much and it has been so busy.

The autumn and winter was another manically busy period for the trust and below is just a small snapshot of what we have done and achieved. There is much more information on our [Facebook page](#) and on our [website](#) and if you have any enquiries then please get in touch on [INFORMATION](#)

PLEASE ENJOY THE NEWSLETTER AND THERE ARE MANY WAYS YOU CAN SUPPORT OUR WORK, PLEASE READ ON

Where do we start, so much has happened this winter we would need 20 newsletters to fit it all in, so here is a brief snapshot of our work, there is a lot more on our Facebook page.

Volunteers are the backbone of our charity and they do a wide range of roles, including Sharon who has set up our online auction page. It can be found on Facebook at

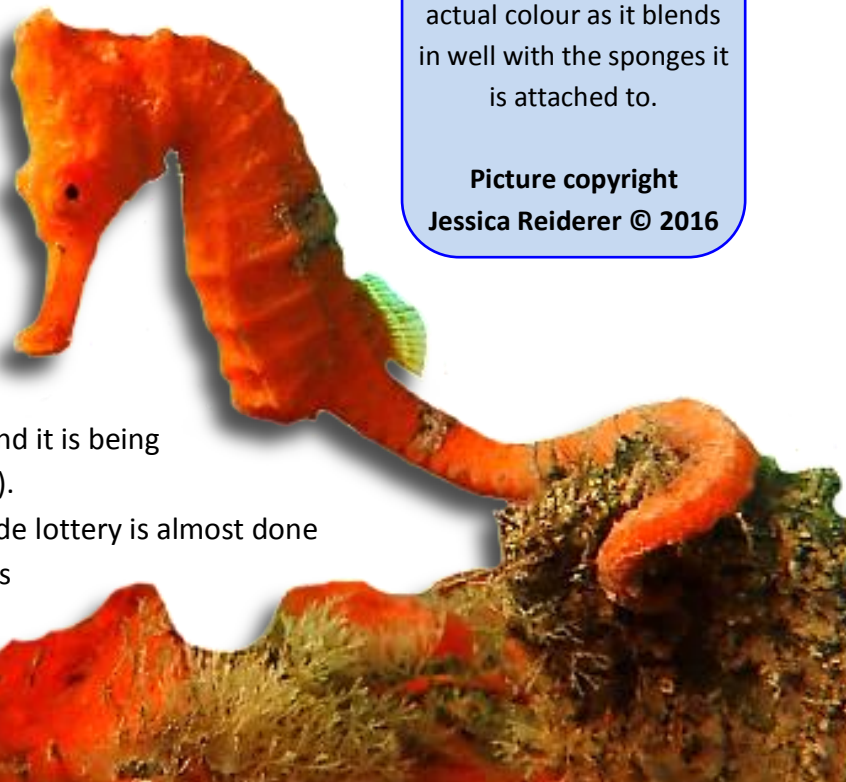
<https://www.facebook.com/groups/1099215730177076/?ref=bookmarks>

Thanks Sharon for your really hard work.

Without funding we cannot do our work it is as simple as that and so to help generate much need funds we have teamed up with Beauty Kitchen who are a cosmetics company who produce their range of products from natural ingredients.

They have produced a range of products with a marine algae in it called seahorse plankton and it is being sold through Holland and Barrett (more below).

The Seahorse Survey Course funded by Postcode lottery is almost done and trust volunteer diver Beccy is to set it up as the definitive survey course for seahorses. We will let everyone know when it is ready.



The picture below is of a Slender Seahorse (*Hippocampus reidi*) from Bermuda. Our lady in Bermuda, Jess is a fantastic volunteer for the trust based in the islands and reports in sightings of seahorses to add to our database for the islands.

The bright colour is its actual colour as it blends in well with the sponges it is attached to.

**Picture copyright
Jessica Reiderer © 2016**

Don't forget to adopt a seahorse or become a member, it makes a great present. Check out our website for details. www.theseahorsetrust.org

Beauty Kitchen

We have teamed up with [Beauty Kitchen](#) who produces a wide range of environmentally friendly beauty products made from natural ingredients to be sold through Holland and Barrett.

They have produced a range with marine algae in it called seahorse plankton and 1% of net sales of this range will be donated to us, to support our research and educational work.

Working together we will be producing a character called Stan the Seahorse who will help us spread the word through Holland and Barrett and Stan will have his own video game and other features.

This is a fantastic link for us and we look forward to a long term positive future with Beauty Kitchen.

Please click on their logo below to go directly to their page about the Seahorse plankton range.

Seahorse Plankton

Seahorse Plankton is a cultivated marine microalgae that has been used in Beauty Kitchen's products.

Research has shown it has many benefits for the skin and complexion and is full of omega-3 and omega-6 fatty acids all of which is good for us and using it makes your skin feel very smooth, I have been told.



Save Our Seahorses

We work very closely with many organisations around the world, including our sister organisation Save our Seahorses based in Dublin, Ireland. (Click on logo)



The Seahorse Trust on social media

We have a Twitter account and you can follow us on [@seahorsecharity](#) or follow us on [The Seahorse Trust](#), although we have started small we hope to have Twitter followers around the world, so that they can follow the work of the trust in our quest to conserve and preserve seahorses around the world. Please follow us and retweet to all your followers.

We also have a very active Facebook page with well over 1,682 members, you can find us at <https://www.facebook.com/groups/theseahorsetrust/> or just search [The Seahorse Trust](#)

As well as our social media links we also have a great website with lots of information and pictures of seahorses and our work with them and the natural world.

We are just about to take part in Walk 4 Wildlife so watch our website, Twitter feed and Facebook page for more details or check out their site (Click logo)



Auction and car Boot Page

Trust volunteer Sharon Bulger has worked tirelessly to set up an online Facebook Auction page and online Facebook Car Boot page and she has done amazing things with both.

The Auction page has received so many donations to raise funds for us including gold rings (Thanks Joanne) and pictures, to mugs and fish tank equipment.

All of it is donated, and auctioned on the site and is vital to raising funds for our research and campaigns. Thank you everyone, especially Sharon for your hard work.

The Auction page can be found at <https://www.facebook.com/groups/1099215730177076/>

The Car Boot page can be found at <https://www.facebook.com/groups/1884522528461159/>

Curio Trade

We launched our [Stop the Curio Trade Campaign](#) in 2016 as a result of our major success with persuading E-bay to ban the sale of seahorses on its online site. Since then we have achieved a lot,

including getting a shop prosecuted and reporting sellers to [APHA](#).

We are now in discussions with Etsy to get them to do an outright ban on their site and we have also started talks with Preloved.

Please help us by contacting these sites and telling them how you feel and help us to persuade them to stop the sale of seahorses and curios



Student help

Our work involves education and assisting students from all over the world and we were recently helping a student from Lytchett Minster School in Dorset, UK in her project for completing an EPC (Extended Project Qualification). Jordan sent us an extensive list of questions to be answered about seahorses and the habitat of Studland Bay in Dorset.

We get a wide variety of standards of questions from students and we have to compliment Jordan on her mature and in-depth questioning, which were far above the standard we would expect and well beyond most taking graduate level.

We were very happy to help her in her project and have no doubt she will receive a distinction.

Radio Interview

Daytimes

With Andy Green

As the leading seahorse charity in Europe we are often called upon to talk to the media these range from national TV, radio and newspapers to local TV and radio and recently we were on [Exmouth Bay FM](#) being interviewed on the Andy Green show by Howard Witts. [Exmouth bay fm](#) has about 15,000 listeners from the Exmouth and surrounding area, so it was really good to talk with a local audience about seahorses in our bit of coastline. Thank you Howard, Andy and the team.

SEAHORSE FACT: Most seas and oceans have seahorses in them and some species live in quite cold temperatures, they are not just a tropical species.

Message in a bottle

As well as working with seahorses we also work with other environmental groups to get people to change their ways and one of these is [Message in a bottle](#) which encourages the recycling of plastic. This scourge of the 21st century is devastating to the marine world and passes down through the food chain to us. [Message in a bottle](#)



Projecto Cavalos do Mar



Partnerships are vital to our work and our colleagues in Brazil at [Projecto Cavalos do Mar](#) are researching the seahorses in Brazil. Their work has produced some interesting results to date, showing that the species that are supposed to be there, are either sub species or new species to the area. It shows we need to understand these amazing animals a great deal more.

Fish guide with ZSL

We have been working with our colleagues at the Zoological Society of London over the winter putting together a fish guide for the River Thames.

Both British species of seahorse are found throughout the Thames from Greenbank down to the estuary mouth and out to sea. They occupy a wide range of habitats, from mud to seagrass, rocky areas to around the nuclear power stations and we have evidence they are breeding in the Thames. Just click [here to download a copy](#) or go to our [Facebook](#) page or [website](#)

Facebook

The Seahorse Trust Face book page is growing from strength to strength We now have over 1,680 followers on the site. People from all over the world are following our work and it is a fantastic Interactive site with input from everyone Click on the logo to the right to directly to the site and if you haven't already then sign up and join the fastest growing network of seahorse lovers in the world.



Wildwood Trust

Thank you so much to [Wildwood Trust](#) who kindly hosts our office at their centre near Ottery St Mary in Devon. [Wildwood Escot](#) have a number of native British and European species such as Wild Cat, Lynx, Red Squirrel, Boar, Beaver and now 6 beautiful wolves from Sweden.

They are a progressive charity that supports Rewilding projects throughout the UK and are involved in bringing back former native species to our countryside, such as Red squirrel and Beavers and hopefully in the future Lynx.

Click on the logo to go to their site



SEAHORSE FACT: Seahorses evolved from a long fish called a Pipefish and there are 6 species of them in British waters. They are wide spread and found throughout the world, even in freshwater.

NEWS IN BRIEF

- Agent K (we have to keep her name secret for obvious reasons), has done a brilliant job monitoring online shops looking into the illegal trade in seahorses (Thanks Agent K)
- Julia Bradbury spent some time in Dorset on one of her walking programmes and helped to spread the message about seahorses online for us. Thanks you Julia
- We helped Sara Lourie with chapters for her new book Seahorses, which is the definitive guide to seahorse classification (available at Ivy press)
- We are often asked to help in consultancy work about seahorses when a marina or marine project is underway and this winter has been no different
- Even our youngest supporters show their support, like Ollie who is a member of the trust and spent the whole of one Sunday sewing a soft toy seahorse to match the one he got when he became a member of the trust.

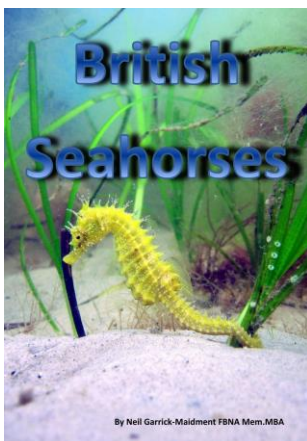


WORKING IN PARTNERSHIP WITH NATURE

PLEASE SEND US YOUR UP TO DATE E-MAIL AND HELP US SAVE FUNDS AND PROTECT THE ENVIRONMENT BY SENDING YOU OUR LATEST NEWSLETTER BY E-MAIL.

Sadly there is not enough room to list and name everyone who helps us, so apologies if we have not mentioned you; however we do want to mention our fantastic patrons for their continued support and our amazing trustees for guiding us in the right direction and a massive thanks to our amazing very rapidly growing team of volunteers.

There is also our [Facebook](#) page, [Twitter](#) account and [News page](#) on the [trusts website](#) to get even more information.



British Seahorses

As part of our ongoing educational work we have produced a booklet on British Seahorses and their way of life. It is a look into the secretive world of seahorses, especially British ones and we hope you will enjoy it.

To buy a copy, please go to our home page

<http://www.theseahorsetrust.org>

100% of the profits from this booklet go to The Seahorse Trust and as it is a donation please don't forget the gift aid it. It was designed in-house and the printing costs were kindly donated by Marty Maidment.

We would like to offer a huge thank you to her for doing this.



SEAHORSE FACT: The dorsal fin of seahorse's ripples at 35 to 70 beats a second and moves from the top of the fin to the bottom, like a small motor on their back.

Why not become a [Member](#) of The Seahorse Trust and support our work. Click on the link below or here and sign up today. With your help we can do so much.

Become a member

Just click here

We also run our own [Adopt a Seahorse](#) project and you can choose from 10 seahorses that have been found in the British Seahorse Survey.

Adopt a Seahorse

Just click here

Thank you to everyone

We would like to publically thank everyone who is involved in the trust for their amazing input, without you we could not do so much.

There are so many people involved from our Patrons, Trustees, members, adopters, to the lady who monitors the illegal trade (we have to keep her name secret for obvious reasons), Sharon who set up and runs the auction page, to Beccy and Jonny who monitor the Facebook page to the huge team of volunteer divers who go week after week to gather much needed data at Studland, Gavin who maintains the website to all the hundreds of others who follow us on Twitter and Facebook and all those behind the scenes who do so much in fund raising and awareness; getting the message out there.

THANK YOU ONE AND ALL



FUND RAISING

The Seahorse Trust is a registered charity (**number 1086027**) and is totally reliant on donations and sponsorship grants to achieve its work. If you want to help raise funds for us there are so many ways you can do this and below are just a few of the methods. Thank you to everyone in advance for their amazing support.

- Adoptions** Why not adopt one of the seahorses found on the British Seahorse Survey, details can be found on our website on the [support us page](#)
- Membership** Become a [member](#) of the trust and get regular newsletters and updates on our News and Facebook pages; you can now sign up to receive tweets.
- Everyclick** Use Everyclick as your search engine and generate funds for the trust every time you search for anything on the internet.
- Virgin Giving** When donating money or running an event be sure your donations are safe by using [Virgin Giving](#) or one of the other secure sites listed on our website.
- Fund raising events** Setting up and running your own event, whether it is a cycle ride, balloon jump or knitting the longest scarf in the world is a fun way to raise funds.
- Gift Aid** Importantly don't forget to gift aid your donation. If you are a UK tax payer we can claim 25p for every £1 you donate (see our site for details on the [Support Us](#) Page)

Thank you and have a great spring and summer

www.theseahorsetrust.org

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