

***Dr. Amanda Vincent, Director of Guylian's partner Project Seahorse,
wins world's top prize in animal conservation***

Guylian Belgian Chocolates has been the main sponsor of Project Seahorse for over 20 years and is very proud to share the great news that Dr. Amanda Vincent, Ph.D, co-founder and Director of Project Seahorse, is the 2020 winner of the Indianapolis Prize, the World's Leading Award for Animal Conservation.

To celebrate this great honor, Guylian chocolates will be launching a brand new range of gift boxed chocolates, inspiring millions of consumers to save our oceans and its marine species.



[Guylian](#) Belgian Chocolates, present in more than 100 countries around the world, has been the leading sponsor of Project Seahorse for over 20 years. In 1998, following many years of successes built on their iconic Seahorse Chocolates, the brand owners decided to give back to our society and support a young team under the leadership of Dr. Amanda Vincent, who studied seahorses, their biology and habitats.

[Project Seahorse](#), an international marine conservation organization, acts to protect seahorses and support ocean conservation more broadly, generating cutting-edge research and using it to inform the team's highly effective conservation interventions. [Dr. Amanda Vincent](#), co-founder and Director of Project Seahorse, was named as the winner of the 2020 [Indianapolis Prize](#), the most prestigious global Award for Animal Conservation, on May 12th 2020.

Dr. Amanda Vincent, first marine conservationist to win the Indianapolis Prize

"Dr. Amanda Vincent brings a collaborative, culturally sensitive and solutions-focused approach to ocean conservation that inspires people to action and drives positive outcomes for marine species. It's our privilege to recognize and reward her for her immeasurable impact on ocean conservation and future of seahorses around the world." said Dr. Rob Shumaker, president and CEO of the Indianapolis Zoological Society, Inc.



"It is a great honor to be named the 2020 Indianapolis Prize Winner. This prestigious global award allows me to advocate for vastly more attention to the ocean – which accounts for 99 percent of the living space on Earth – and all the species on which the marine ecosystem depends. Guylian Belgian Chocolates has been our indispensable partner in marine conservation since 1998. Hugely generous support and engagement from this wonderful company has made a world of difference to what we could achieve. I look forward to sharing many more successes with Guylian." said Dr. Amanda Vincent.

Dr. Amanda Vincent, the global expert on seahorse conservation, became the first biologist to study seahorses underwater in 1986. Ever since, she has been the leading authority on ecology and conservation of seahorses and a protector of marine life. She has dedicated her career to understanding and advocating for seahorses, while applying her successes with these flagship species to a wide range of marine conservation issues.

Dr. Vincent's drive and passion have led to many achievements of Project Seahorse. One notable success lies in the establishment of 36 marine protected areas, all of them community-based, where no fishing is allowed and where marine life is recovering. A second tremendous win was the creation of the first ever global trade regulations for marine fishes, a breakthrough for seahorses that limits 182 countries to sustainable and legal exports. This precedent-setting change has since been copied for sharks, rays, eels, reef fishes and many more species.

Buoyed by winning this tremendous Indianapolis Prize, Dr. Vincent and her Project Seahorse team are now focused on bringing an end to bottom trawling. This form of annihilation fishing involves dragging heavily weighted nets across the ocean floor, destroying vital habitats and trapping all species in their paths. Bottom trawling is the single biggest threat to seahorses and imposes huge pressure on thousands of other species, too.

Guylian Belgian Chocolates is proud to throw its full efforts into supporting Project Seahorse in its next stage of marine conservation, determined that this partnership will remain a powerful force for safeguarding our ocean.

Indianapolis Prize



The Indianapolis Prize is the **World's Leading Award for Animal Conservation**. Every two years, the Indianapolis Prize **recognizes one animal conservationist** whose heroic work has helped save vulnerable and endangered species from extinction. Because of all Indianapolis Prize winners, hundreds of species and countless acres of habitat still exist today.

The Indianapolis Prize finalists are selected by a Nominating Committee comprised of nine individuals representing the scientific and conservation sector, the Indianapolis community and the Indianapolis Zoological Society. The 2020 Indianapolis Prize Winner will receive an unrestricted cash award of \$250,000 at the Indianapolis Prize Gala presented by Cummins Inc. in 2021.

GUYLIAN launches new Chocolate Gift Boxes, themed "Saving our oceans together"

In June 2020, Guylian will launch a unique range of Chocolate Gift Boxes to celebrate its long-term support and sponsorship of Project Seahorse.

"Since 1998, Guylian has consistently provided financial support and communication expertise (partly through its millions and millions of packagings) to amplify conservation messages from Project Seahorses to consumers all around the world. Project Seahorse is recognized globally as making a real difference to the future of marine wildlife while respecting other environmental and socioeconomic concerns. We at Guylian feel very proud that all these efforts towards our shared goal, raising general public awareness of the precarious state of seahorses and the broader marine wildlife populations around the world, have now been recognized with the very prestigious Indianapolis Prize" says Mieke Callebaut, Managing Director of Chocolaterie Guylian.



PROJECT SEAHORSE sponsorship, a long-term commitment of Guylian

Since 1998, Guylian has been **Project Seahorse's long term major sponsor and contributed more than 2.5 million Euros** to their research and action programs **to achieve enduring conservation successes**. Guylian helps to raise awareness around the world by targeted outreach media activities, by displaying important **sustainability messages** on more than 25 million Guylian Belgian Chocolate boxes sold annually, and by organizing **"The Guylian Seahorses of the World Photography and Video Competition"** every other year (since 2005).

"Every time you buy a box of Guylian Belgian chocolates, you help to save seahorses and the oceans."

Guylian's long-term engagement with Project Seahorse was honoured with the first **"Corporate Social Responsibility Award 2015"**, by the Royal Belgian Committee for Distribution, which recognizes companies who give back to the planet and community.

Guylian's commitment stood out once again at the Tax Free World Association Exhibition in Cannes in 2019, where Guylian's 20 years of dedicated support to Project Seahorse won the first **"Corporate Social Responsibility Award 2019"** by Frontier Travel Retail Magazine. *(Picture: Mieke Callebaut, CEO of Guylian, Award ceremony in Cannes, 02/10/2019)*



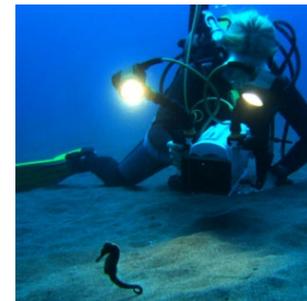
GENERAL INFORMATION

ABOUT PROJECT SEAHORSE AND DR. AMANDA VINCENT



[Project Seahorse](#) is a marine conservation organization based at The University of British Columbia, Canada, and Zoological Society of London, UK. Project Seahorse is committed to ensuring coastal marine ecosystems are healthy and well-managed. It engages in connected research and management at scales ranging from community initiatives to international accords. Collaborating with stakeholders and partners, it uses seahorses to focus efforts in finding marine conservation solutions.

The Director of Project Seahorse, [Dr. Amanda Vincent](#), is Professor at the Institute for the Oceans and Fisheries at the University of British Columbia in Vancouver Canada. Her many other accolades include the Whitley Award for Animal Conservation, the Rolex Award for Enterprise, and a Pew Fellowship in Marine Conservation. She has published widely and contributes notably to marine management and policy at national and global levels. Dr. Vincent is Chair of the [Marine Conservation Committee](#) for the International Union for the Conservation of Nature (IUCN) Species Survival Commission (SSC).



Picture: B. Stiefelhagen

ABOUT GUYLIAN

Guylian exports to **more than 120 countries**, is available in **75% of travel retail shops globally** and is the best-selling Sea Shell Chocolate brand in the world. Guylian has a team of 250 employees and produces a wide range of premium Belgian Chocolates in a state-of-the-art facility in Sint-Niklaas, Belgium. It continues to respect its traditional chocolate-making heritage whilst also remaining at the forefront of innovation.

Around the world, Guylian is synonymous with **high quality Belgian Chocolates**. A unique blend of West-African cocoa beans forms the basis of its premium Belgian Chocolates, which are made from 100% pure cocoa butter.

The Sea Shell Chocolates are Guylian's flagship product. Their Hazelnut Praliné filling is roasted in-house according to the original recipe of the founders, using copper kettles. The secret method of roasting and caramelizing hazelnuts gives Guylian Chocolates their signature taste.

MEDIA NOTE

For extended information and other multimedia assets, click [here](#) to access our press kit.

Visit www.guylian.com/sustainability to learn more about the sustainability projects Guylian supports.

FOR FURTHER INFORMATION, PLEASE CONTACT

Mieke Callebaut

Managing Director

Chocolaterie Guylian NV

Europark Oost 1

9100 Sint-Niklaas - Belgium

www.guylian.com

Phone: +32 (03) 760 97 00

mieke.callebaut@guylian.be

Pieter De Pauw

Marketing Director

Chocolaterie Guylian NV

Europark Oost 1

9100 Sint-Niklaas - Belgium

www.guylian.com

Phone: +32 (03) 760 97 00

pieter.de.pauw@guylian.be