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Cancer survivors and sharks need your vote



Vote for Brandon so that more cancer survivors can experience remarkable dives like this one. (Brandon Bethea)



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Carlsbad Scuba Fitness Examiner

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“I want to help people dream in color, mostly blue.” Brandon Bethea

If there is one thing that garners our undivided attention and generates a frenzy of public interest this time of year, it's sharks. With several recent sightings around the country from La Jolla to Cape Cod and shark finning legislation pending in countries around the world, sharks have taken center stage. Discovery's Shark Week will be celebrating its 25th anniversary in August, with Universal's

classic movie, *Jaws*, scheduled for a highly-anticipated release on Blu-Ray soon after. There's no better time to talk about sharks and our fascination with these apex predators.

“**Watch Brandon's video and vote daily through July 25, 2012.**”

Brandon Bethea, a San Diego local, finds himself in the middle of all this excitement. As one of only fifteen finalists in StriVectin's "The Power to Change" contest, he has an opportunity to secure the grand prize of \$30,000. His video entry, "Beauty Below the Surface," shares his story of finding his calling in a shark cage, after losing his mother to cancer and taking her dream trip to Australia on her behalf. If selected as the winner, Brandon plans to fully launch a

nonprofit to specialize in shark dives and marine encounters for cancer survivors. As Brandon puts it, “I want to help people dream in color, mostly blue.”

If interested in offering support, the public can watch his and other finalists’ videos at **Strivectin Power to Change** and vote daily until July 25th. **Click here** to enjoy Brandon’s video, which features sea lions, sharks, and other marine life and focuses on how he would change lives if selected as the grand prize winner. He believes that his idea benefits from a unique platform, which could help promote both cancer awareness and shark conservation and impact lives above and below sea level.

Members of the media are encouraged to contact Brandon at **info@finforward.com** or (619) 800-8747 in order to learn more about his proposal, to schedule an appearance, or to share his story with their audiences. Public voting in StriVectin’s “The Power to Change” contest ends on July 25, 2012.

To learn more about scuba diving, cancer and exercise **click here**.