

Preserving Marine Wildlife



www.marinewildlife.org

The Story of Dean & JoJo

A true-life one-of-a-kind story
about the unique and special friendship
between a wild dolphin called JoJo
and his human companion
named Dean Bernal.



Dean Bernal

Dean Bernal visited Turks & Caicos Islands for the first time in 1984. During his first swim in the ocean, he came across three small young dolphins... One of these dolphins - who Dean called JoJo - started to follow him on his daily swims and soon became Dean's best friend.

After graduating in Marine environmental studies at the University of California - Santa Barbara, Dean settled in The Turks & Caicos Islands in 1986.

In 1989 Dean was appointed as JoJo's official warden and JoJo was declared a National Treasure of the Turks & Caicos Islands. Dean's relationship and work with JoJo has allowed him to become actively involved around the world in securing the long-term care and protection of other endangered lone sociable dolphins.

Dean created the Marine Wildlife Foundation in 2000 as a California based publicly supported non-profit organization, to conduct research and protect Marine wildlife and their habitats. He has campaigned and helped to create 33 Marine reserves, parks and sanctuaries in the Turks & Caicos Islands.

Dean has also been instrumental in campaigning internationally to improve the education and understanding about dolphins, whales and their environment. These campaigns have led to significant changes in social awareness and to changes in laws governing the welfare of dolphins and whales.



JoJo the Dolphin

JoJo is male, wild and free. He's intelligent and curious and can majestically imitate the movements of a great Manta Ray or perfectly mimic the songs of whales.

JoJo loves to swim and play with Dean and Dean's dog. He can swim up to a 100 km per day at speeds of up to 40 km/hour. JoJo likes to be around people and swims behind boats and visits beaches. He brings back treasures from the ocean such as turtles, lobsters, starfish and even sharks. He is keen on searching for glass objects that Dean hides for him. Or listening to the sound of Chinese chimes.

JoJo is a lone and sociable Bottlenose Dolphin (*Tursiops Truncatus*) weighing 400 kg and 3 meters long.

It is extremely rare for a dolphin to interact intimately and voluntarily with humans in his own natural environment. This is what makes JoJo such a unique and special dolphin.



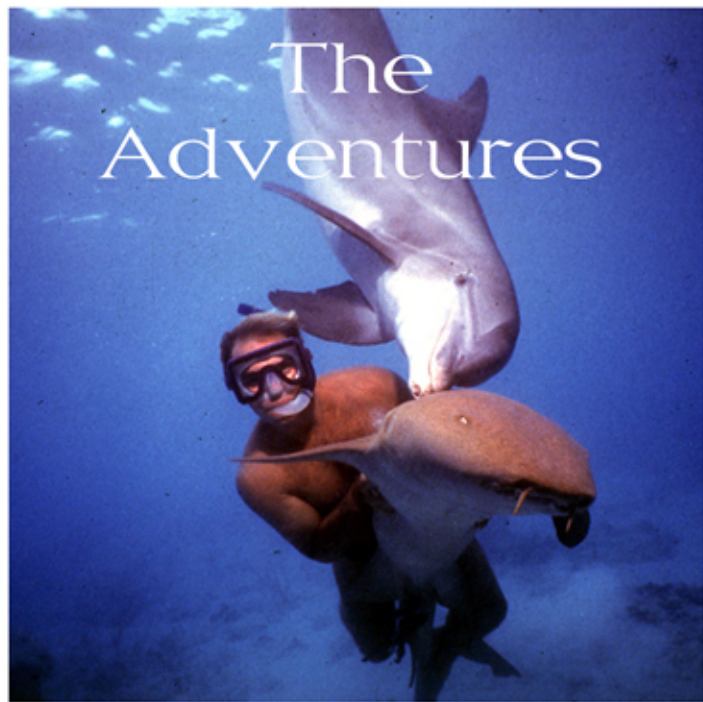
The Islands

The Turks & Caicos Islands are a hidden treasure in the Caribbean. Located south of the Bahamas and east of the Dominican Republic they are part of the British West Indies. The British Crown Colony is locally governed and has approximately 25,000 inhabitants.

The Islands are relatively flat and consist of limestone covered with lush green vegetation. White sandy beaches, crystal clear turquoise blue waters, and lively colorful coral reefs abound.

With their tropical sunny climate and unbridled beauty and peace, the islands offer a stunning Marine wildlife and habitat to enjoy every day of the year, whether strolling, sailing or snorkeling.





The friendship with JoJo, offered Dean a rare opportunity to share JoJo's ocean life and to grasp an extraordinary glimpse into his natural existence.

Together, they shared and lived through numerous adventures... sometimes life-threatening, often glorious, but always rewarding and full of wonder and surprise.

Sharks – during a film shoot for a documentary film Dean nearly got attacked by a Hammerhead shark. JoJo took immediate defense actions and ramped the shark numerous times... and saved Dean.

Water sports – several times JoJo has been run over by water-skis and water-jets, leaving him severely wounded... thanks to their relationship JoJo allows Dean to treat him with medicines to heal.

Children – often JoJo helps Dean out with his diving classes or assists Dean's healing therapy programs for children... JoJo cheers them up with his personal attention, sonar sounds, dolphin antics and laughter.



The Dean & JoJo Company

The friendship and adventures of Dean and JoJo, appeal to every age group. Theirs is a powerful and heart-warming story, so inspirational that it has a profound impact on people's lives.

Our ambition, as The Dean & JoJo Company, is to capture and share the story of Dean & JoJo in a way that encourages more understanding, respect and trust for each other, and helps us take better care of the world we live in.





Social responsibility and Environmental sustainability

It is the Dean & JoJo Story that inspires the activities of The Dean & JoJo Company.

The company is committed to contributing to the preservation of Marine wildlife and to the enrichment of children's lives.

The Dean & JoJo Company supports:

The "[JoJo Project](#)" in the Turks and Caicos Islands which protects and takes care of JoJo the Dolphin and his habitat.

The "[Dolphin, Whale & Marine Wildlife Foundation](#)" in the USA which conducts research, provides education and preserves marine wildlife and habitats.



The "[Dean and JoJo Children's Enrichment Foundation](#)" in the USA which uses The Dean & JoJo Story at schools in environmental lessons and in hospital and therapy programs to help heal children.



The Goal

The Dean & JoJo Company is determined to run a sustainable business which gives back to the community and the environment through the donation of funds to support initiatives for Marine wildlife protection and improving the well-being of children.

The Opportunity

The Dean & JoJo Company develops, produces and markets an exclusive portfolio of Dean & JoJo branded and trade-marked products such as films, books, character merchandise and research expeditions - directly and/or through licensing agreements.



Dean & JoJo Films

Production of audio-visual releases by and/or featuring Dean Bernal.

The first documentary covers all the material gathered by Dean over the past 20 years and reveals The Story of Dean & JoJo... acquired from 8 mm and home video archives, and with the use of digital, high definition, and up-to 70 mm IMAX film.

A second film focuses on Dean's life's journey and lifestyle, while a third film, **The JoJo Conspiracy**, is a specials-effects animated feature film.

All film material will also be adapted in short series for DVD and Television broadcasting (e.g. Discovery Channel, National Geographic, Animal Planet), for in-home entertainment (e.g. airlines, hotels and paid cable programs) and for specialized children's programs.

Dean has already starred in numerous films e.g. **"IMAX Dolphins"**, narrated by Pierce Brosnan and music by Sting, **"In The Wild, Dolphins"** with Robin Williams and **"Dolphins, Close Encounters"** with George Page.

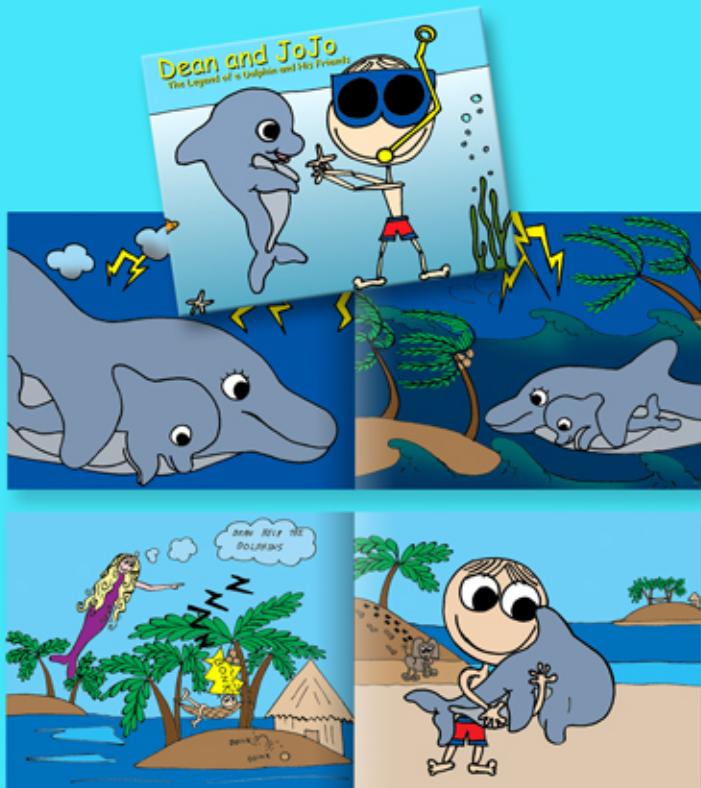
Dean & JoJo Books

Publication of stories and articles by and/or featuring Dean Bernal.

The first book covers The Story of Dean & JoJo with more than a hundred breath-taking adventures, touching stories and humorous anecdotes. It will be produced as a luxurious full-color photo coffee-table edition and later as a paperback.

The first edition of a cartoon-strip book for children shows original illustrations by Dean. Each new volume for children illustrates a new story and lesson about Dean & JoJo.

Dean has appeared already in numerous magazines such as Cousteau, National Geographic Kids, Discover, Oceans, GEO, Esquire, People, Mercedes Benz Magazine, etc. and in books by Jane Goodall, Tim Cahill, Cynthia Moss, Hermann Sülberg and Johanna Weland.



Dean & JoJo Products



Retail of character merchandise with designs of Dean and JoJo.

A uniquely designed assortment of gift and keepsake items appealing to consumers with a wide diversity in age, interest and culture.

- Children's toys
- Memory tokens and novelties
- Back-to-school and stationery items
- Home decoration and goods for kitchen & bathroom
- Leisure and fashion wear

Dean & JoJo products are available in resorts, cruise-ships, duty-free retail-outlets and environment/education centers in the Caribbean and Pacific and at Marine aquariums and dolphin/diving locations around the globe.

Each product proudly displays a special Dean & JoJo signature collection tag stating the goal of The Dean & JoJo Company. With every purchase of a Dean & JoJo product, the purchaser is directly supporting Marine wildlife preservation and Children's enrichment and education programs through a donation of at least 10% of the retail price.



The Experience

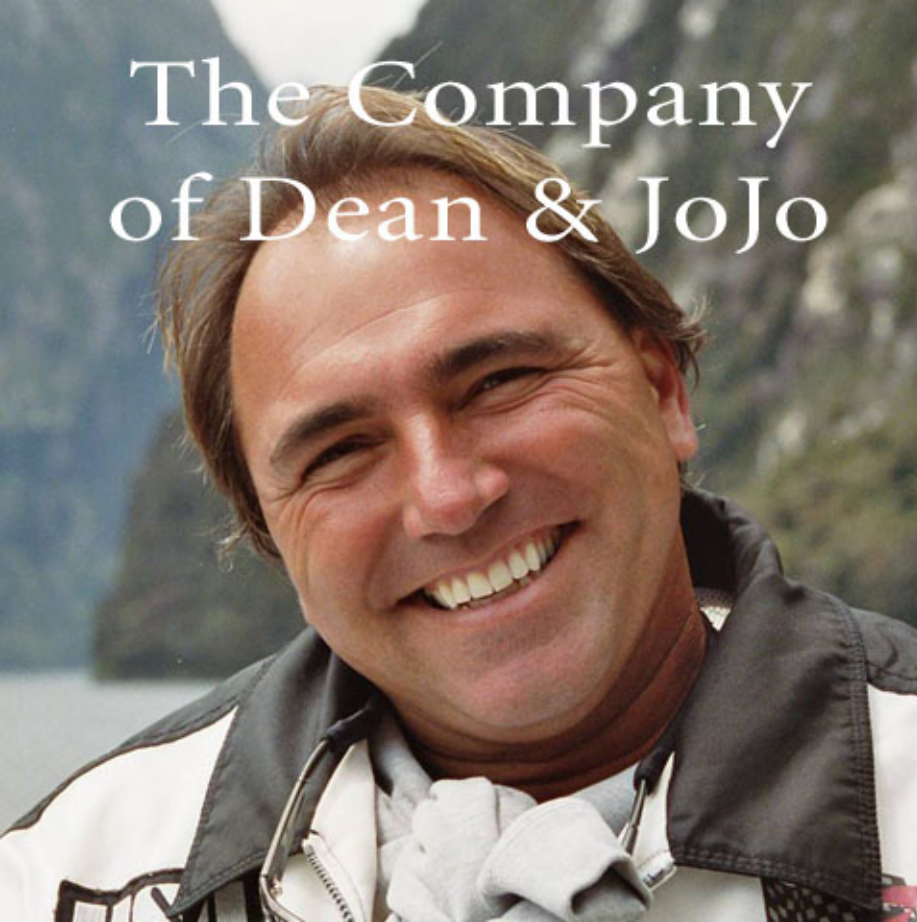
The organization of marine wildlife and habitat experiences under the guidance of Dean Bernal.

A exclusive portfolio of services and programs offering experience, research and education about marine wildlife and habitats in the Caribbean or Pacific, targeted at health and environmental conscious people.

- Expeditions to dolphins and whales in their unknown mating and calving grounds.
- Research on marine wildlife and habitat for educational and scientific purpose
- Presentations at business and public events and health therapy programs

Experience the undiscovered treasures of turquoise waters and swim with dolphins and whales near the beauty of an untouched and natural environment of sunwarmed sandy beaches and deserted islands.

The Company of Dean & JoJo



The Dean & JoJo Company was founded in 2006 by Dean Bernal.

Dean Bernal was born in California and holds a double major in Communications and Sociology. He has dedicated 20 years to Marine wildlife and environmental protection and has gained a profound knowledge and experience in this field.

Dean Bernal's ambition is to fulfill The Dolphin Legacy with The Dean & JoJo Company.

The Dean & JoJo Company is supported by a team of experts and friends who are all committed to giving their time, their knowledge and their expertise to help preserve Marine wildlife for future generations, in a way that makes a difference to people's lives today.



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