



Esser Design and Greater Farallones Association Forge Partnership to Amplify Ocean Conservation Impact

Esser Design partnered with Greater Farallones Association to craft a powerful Impact Report, spotlighting major ocean conservation wins and driving awareness.

PHOENIX, AZ, UNITED STATES, April 17, 2025 /EINPresswire.com/ -- A shared commitment to impactful change brought [Esser Design](#) and the [Greater Farallones Association](#) (GFA) together to produce the 2024 Impact Report, Conserving Sanctuary Ecosystems, Building Ocean Resilience. Through this collaboration, Esser Design leveraged its creative expertise to spotlight GFA's critical work protecting over 5,000 square miles of California's vibrant marine ecosystems.

When GFA sought a partner to help amplify its mission and bring its story to life through a professional report, Esser Design stepped in. "The best partnerships are rooted in shared purpose," said Pam Esser, Co-Founder of Esser Design. "We saw a clear alignment in the impact we both strive to create – their work conserves vital ocean ecosystems, and our expertise ensures that message inspires action."

Esser Design's partnership with GFA highlights the firm's legacy of creative excellence and its commitment to giving back. Recognized as one of Arizona's top marketing firms, Esser Design brings over four decades of thought



Esser Design logo 2025



Impact Report - created by Esser Design



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Pam Esser, Co-Founder, Esser Design

leadership to every project. With a proven track record of delivering innovative branding, and award-winning design and storytelling solutions, the firm has enabled clients across various industries to stand out in competitive landscapes. The collaboration with GFA showcases the agency’s dedication to using design to inspire action and support vital causes, reinforcing its position as a leader in the creative industry.

The Greater Farallones Association has been a leader in

ocean conservation since 1995, focusing on science, education, and community involvement to protect one of the most productive marine ecosystems in the world. The 2024 Impact Report highlights their significant achievements, including:

- Restoring Kelp Forests: Launching the most ambitious kelp restoration project on the U.S. West Coast, removing 24,000 pounds of overabundant kelp-harming purple sea urchins and pioneering new kelp-growing techniques.
- Strengthening Coastal Resilience: Leading restoration efforts at Bolinas Lagoon and producing guides to streamline regulatory processes for sediment management.
- Protecting Marine Wildlife: Educating over 2,500 pilots and boaters to reduce seabird disturbances and working with shipping companies to prevent whale strikes.

“This collaboration allowed us to transform our impact into a narrative that resonates,” said Monika Lynn Krach, Executive Director of GFA. “Esser Design’s creativity brought our mission to life, enabling us to connect with our audiences in powerful ways.”

Through its 30-year history, GFA has engaged over 14,000 individuals annually, conducted cutting-edge research, and advanced marine science to protect vulnerable species and habitats. The 2024 Impact Report now serves as a compelling testament to these efforts.

“Our entire team agrees that working with Esser Design was a game-changer,” added Krach. “Their creativity, expertise, and guidance transformed our vision into a compelling narrative. We are deeply grateful for their partnership and the profound impact their work will have in inspiring support for ocean conservation.”

For more information or to view the 2024 Impact Report, visit www.farallones.org/annual-reports.

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About the Greater Farallones Association

The Greater Farallones Association (GFA) is a 501(c)(3) nonprofit organization dedicated to conserving the wildlife and habitats of the Greater Farallones, Cordell Bank, and Monterey Bay National Marine Sanctuaries. Founded in 1995, GFA works to sustain a biologically diverse and

globally significant ocean ecosystem through science-based conservation, education, and community engagement. By fostering partnerships and leveraging innovative solutions, GFA leads efforts to restore vital habitats, promote ocean resilience, and inspire stewardship of over 5,000 square miles of protected coastal and open ocean waters along California's coast. Learn more at www.farallones.org.

About Esser Design

Esser Design is a full-service creative agency specializing in branding, design, and storytelling to amplify the missions of organizations making a difference. With over 40 years of expertise, Esser Design crafts compelling visual and narrative solutions that engage audiences and drive meaningful impact. From nonprofits to corporations, the agency collaborates closely with clients to bring their visions to life, ensuring every project aligns with their values and goals. Learn more at www.esserdesign.com.

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