



THE WONDERFUL  
WORLD  
of BLUE





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**by Jenna Bush Hager & Dawn**


**with support from  
International Bird Rescue  
& The Marine Mammal Center**

Blue droplets fall outside.

“Ugh! Look! It's raining!” pouts Sis.

“Can we still go to the park to see the ducks?” asks Brother.

“Not until the sun comes out,” says Dad. “Although my backyard plants sure need this water.”



Hmm... while Mother Nature is cleaning up out there, why don't we clean up our home, too?

Nooooo!

Arghhh!

Drop  
Drop  
Drop!

Drip.  
Drip!

Drip



You look gloomier  
than the rain clouds!

Why don't we think  
about cleaning from  
nature's point of view?

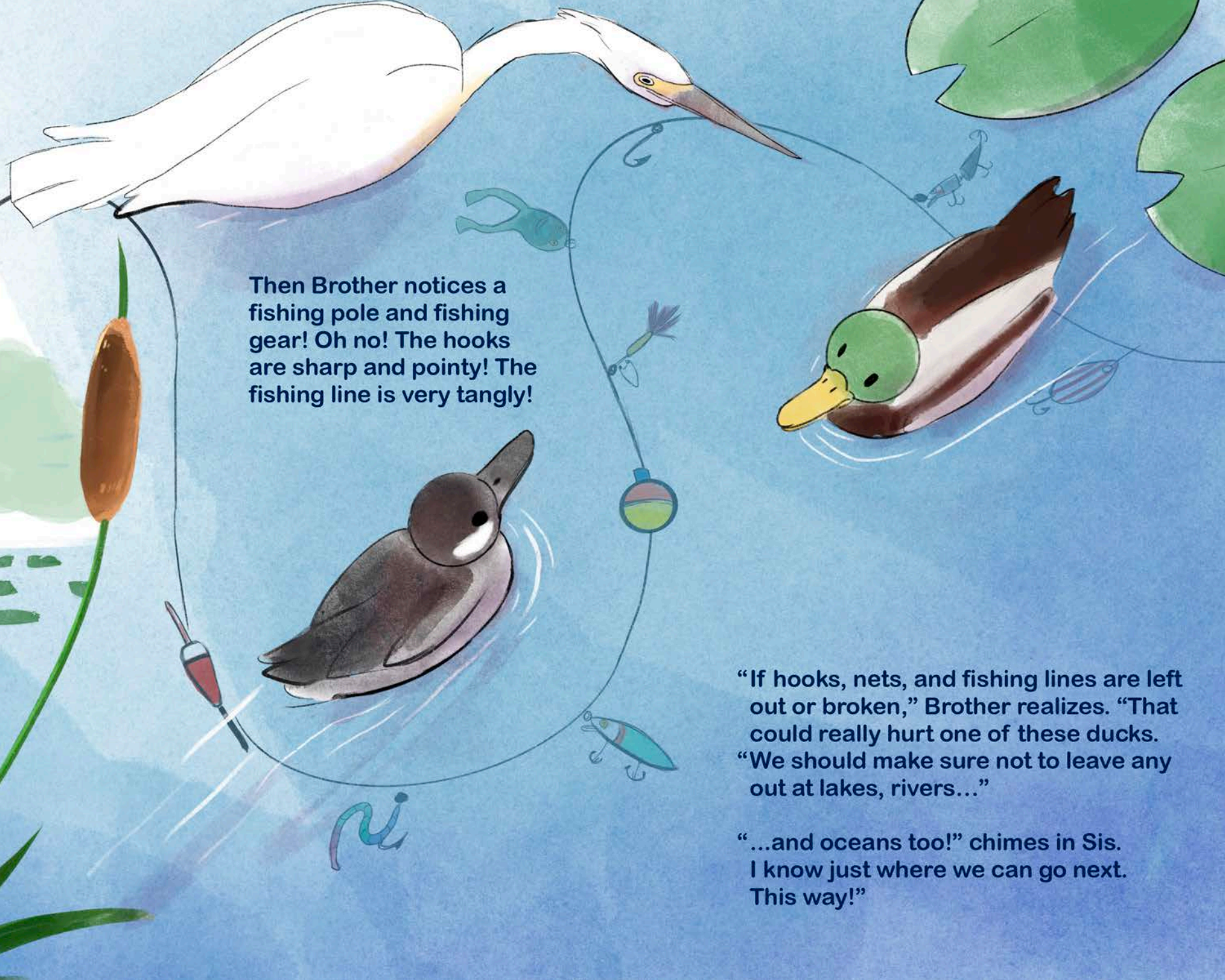
What do you mean?

Dad adds, "From seals in the oceans  
to ducks at the park – everyone  
deserves a clean home. Right?"

Sister studies the rain outside... drop  
drop drop... "Hey, I have a big idea!"  
she says. "I know how we can help  
after the storm! Follow me!"



**“Ducks have their own food, just like you and me,” Sister gushes. “So we shouldn’t feed them. And let’s be sure not to leave any of our food or trash lying around.”**



Then Brother notices a fishing pole and fishing gear! Oh no! The hooks are sharp and pointy! The fishing line is very tangly!

“If hooks, nets, and fishing lines are left out or broken,” Brother realizes. “That could really hurt one of these ducks. “We should make sure not to leave any out at lakes, rivers...”

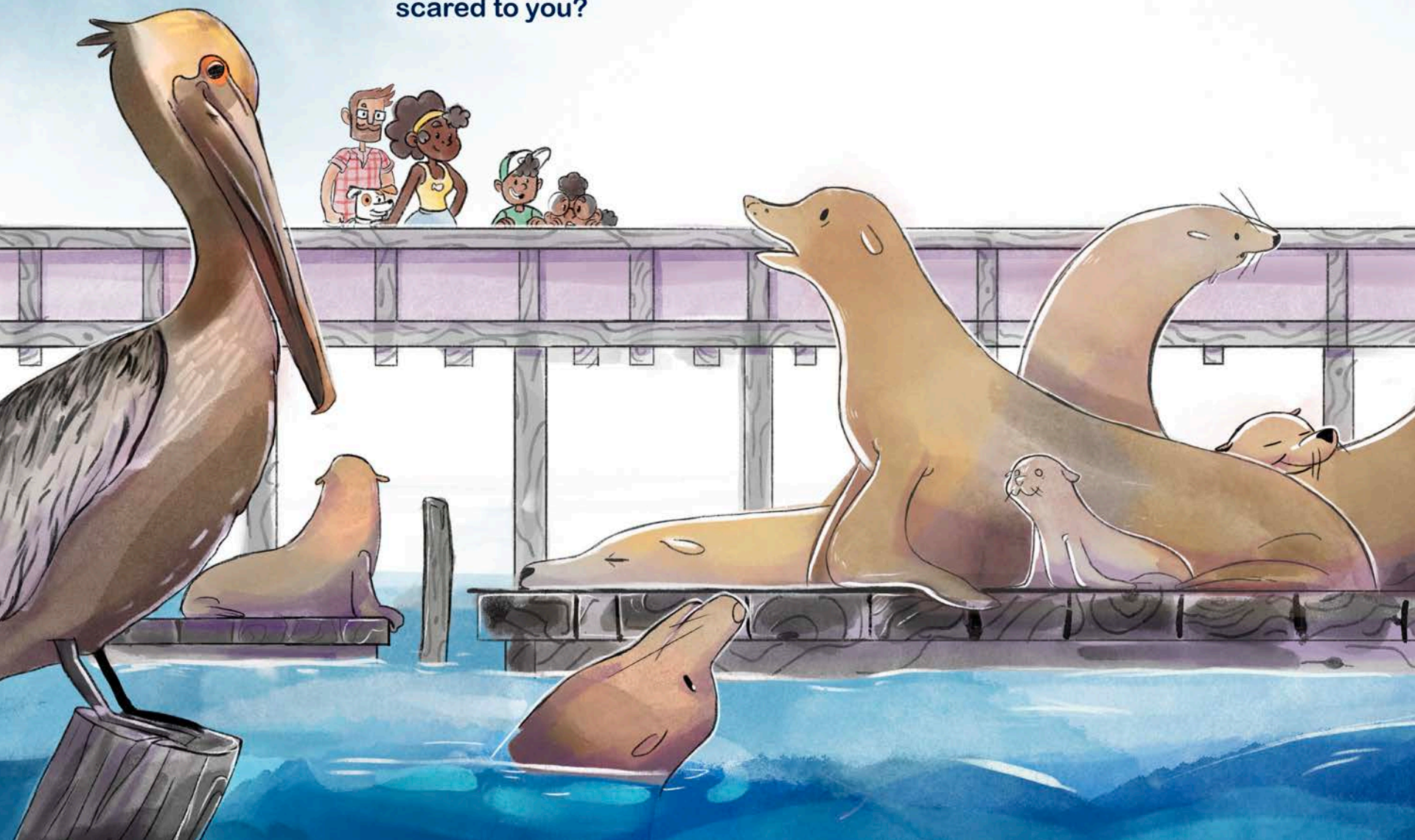
“...and oceans too!” chimes in Sis. I know just where we can go next. This way!”

**BARK!  
BARK!  
BARK!**

Is that Bella, our dog, barking? Nope! It's a slippery sea lion!

They jump and dive and swim and play in their home near the pier. What's this? The sea lions are having so much fun Bella wants to join them!

Bella is very friendly, but take a look—do some sea lions seem scared to you?





Bella's scaring  
the sea lions!

Let's kayak over to  
get a better look!

“C'mon Bella!” says Brother, putting on Bella's leash, “Even a dog as sweet as you can scare wildlife. Let's all give the sea lions some space.”

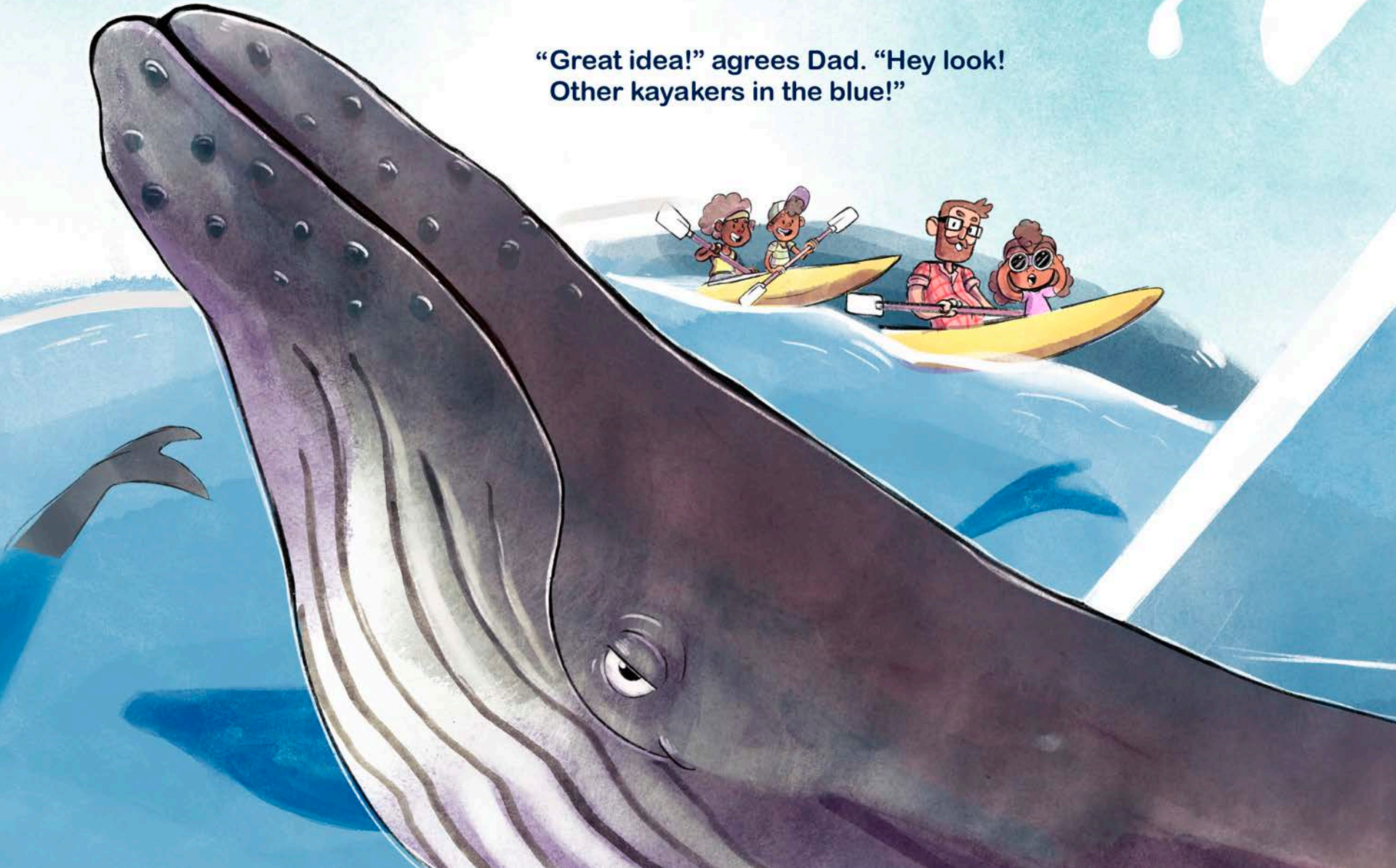
Bella is sad for a moment but then she sees something flipfopping way out in the blue...

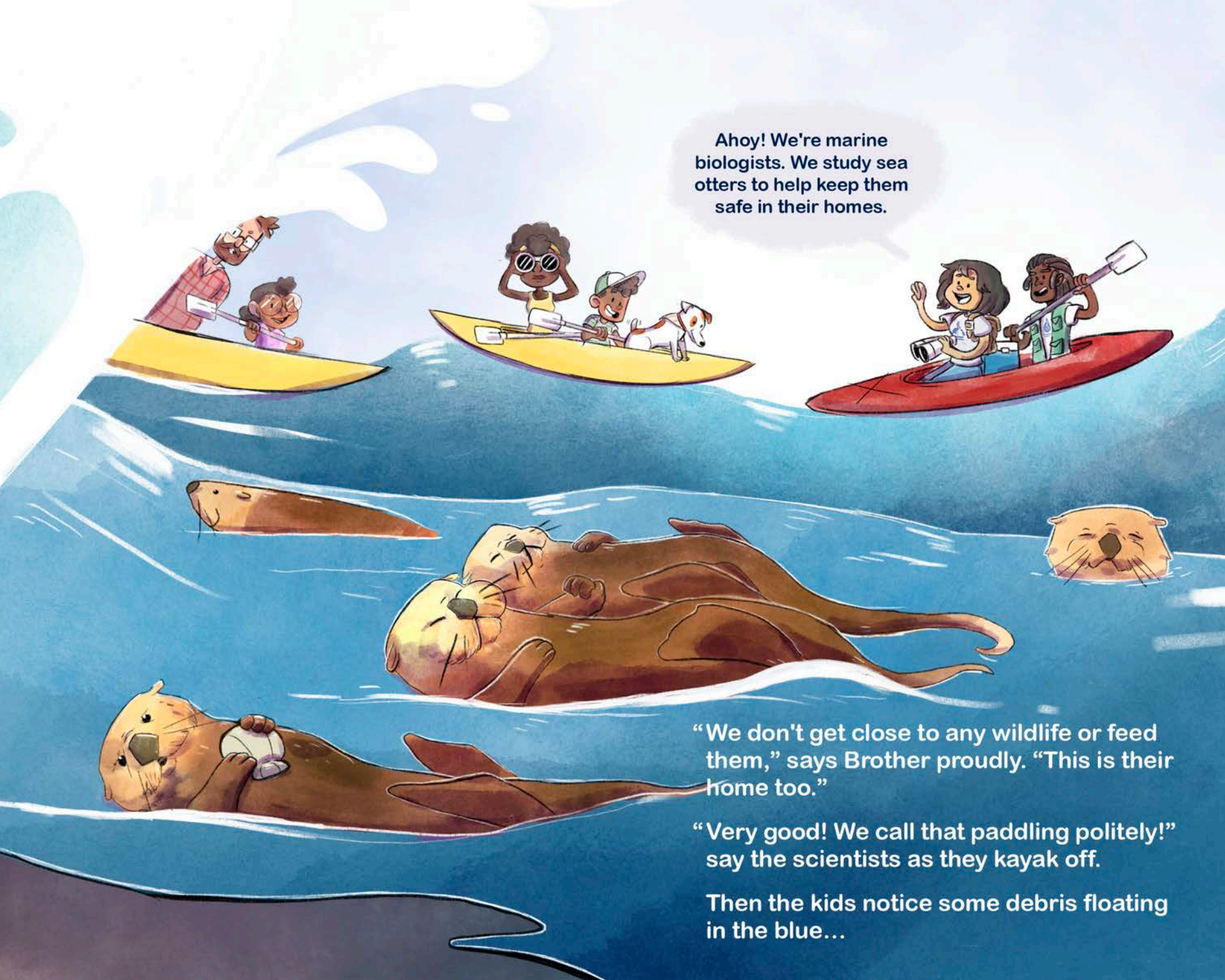


**“Great eye, Bella! You spotted a humpback whale!” says Brother, “They can grow up to 60 feet! Look how free she is!”**

**Sister looks at the whale through her binoculars. “We can safely admire her from a distance with these, or zoom in with our cameras!” she says.**

**“Great idea!” agrees Dad. “Hey look! Other kayakers in the blue!”**



An illustration showing three kayakers on a blue sea. The kayakers are in yellow and red kayaks. In the foreground, several sea otters are floating on their backs. A speech bubble from the kayakers says, "Ahoy! We're marine biologists. We study sea otters to help keep them safe in their homes."

Ahoy! We're marine biologists. We study sea otters to help keep them safe in their homes.

"We don't get close to any wildlife or feed them," says Brother proudly. "This is their home too."

"Very good! We call that paddling politely!" say the scientists as they kayak off.

Then the kids notice some debris floating in the blue...

Oh dear! There's a lot of yucky stuff floating in the water! What do you think the kids should do?

Yuck!  
Dad, will you help us fish these out?

They can tangle up sea otters and other marine life!

Of course!  
I'm glad you asked a grown-up for help.

Hey,  
who's that?

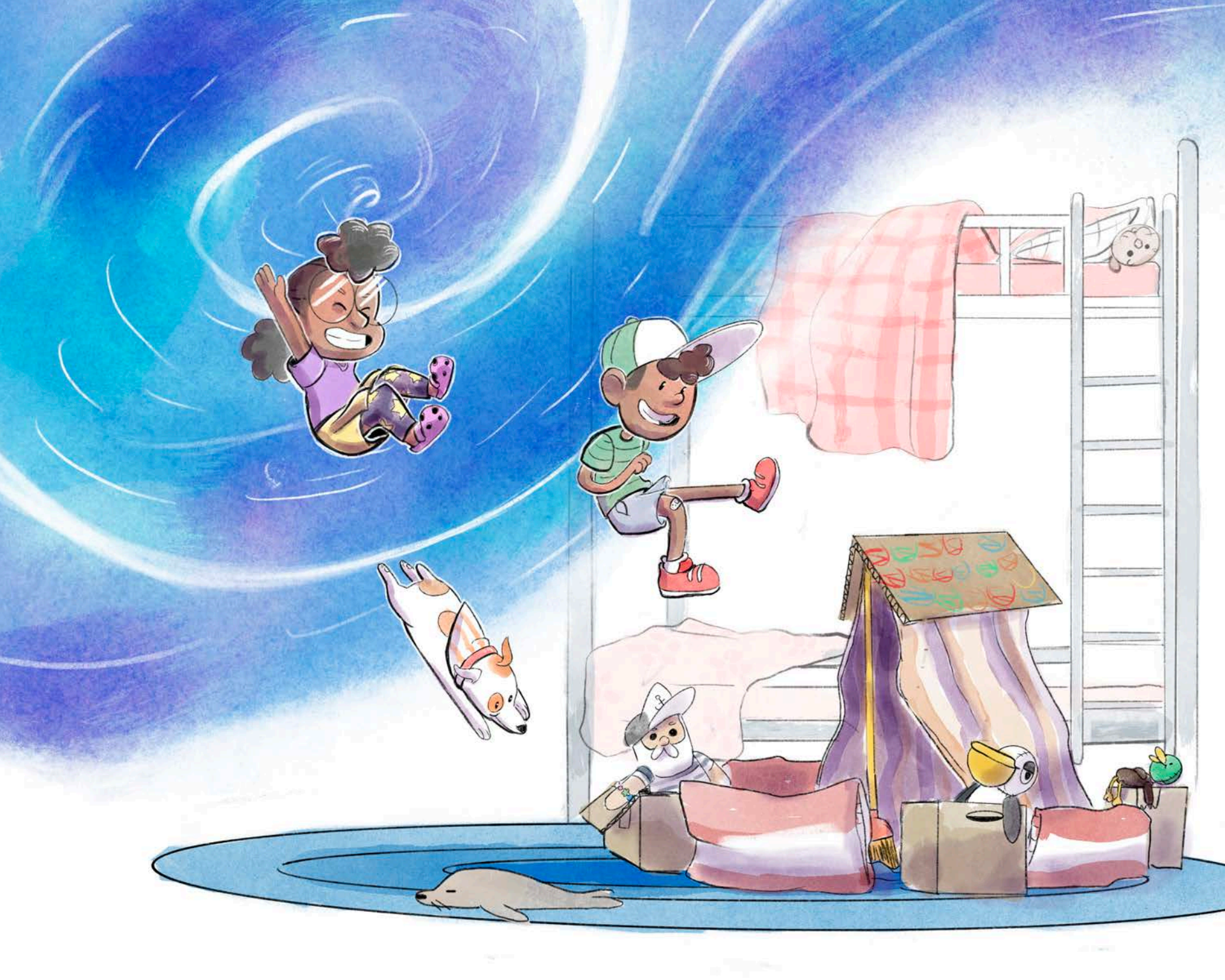
Then a sea captain appears out of the blue!



“Yaar!” he says, “Appreciate ye keepin’ me harbor clean! It helps the beautiful birds, like brown pelicans and albatrosses, too...” Then he adds,



NOW BEWARE  
THERES A STORBY  
A-BREW



**“Mom! Dad! We cleaned our room!” says Sister, “But there’s still so much work to do to help out in the blue!”**

**“Like when we’re cleaning up at the sink. We may not need as much water as we think!”**



**“That’s great!” says Dad. “It’s important to remember that small changes can make a big difference in the world we share with wildlife.”**

**“Everyone can help by making small changes, at home and in our own backyards!” says Brother, “Let’s get our whole neighborhood involved.”**



Whether it's oceans, lakes, or rivers.

Let's help wildlife in the blue. Let's respect signs & barriers

and see things from wildlife point of view





cleaner habitats can create a cleaner world  
everyone deserves a clean home it's true

to start helping wildlife  
Just ask

“where can I help out  
in the

**BLUE?**





# DISCUSSION GUIDE

Look around your community.

What habitats and wildlife do you notice where you live?

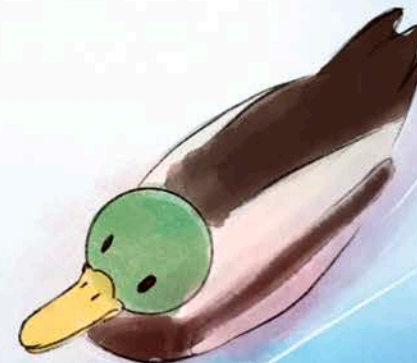
What are people doing in these habitats, and how are they interacting with wildlife, especially out in the blue?

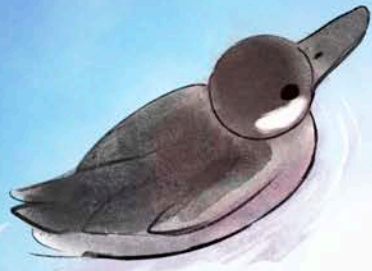
If you could see the world from the point of view of a bird or a marine mammal, which animal would you pick and why?

If you had the chance to meet a marine biologist or someone who studies wildlife, what would you ask them?

Think about a time when you or someone you know helped wildlife.  
How can you take this story and share it with others?

What does being a wildlife hero mean to you?





# WANT TO BECOME A WILDLIFE HERO?

Simply take small steps at home to help create a cleaner world for wildlife and talk with your friends about how they can help care for wildlife too.

Here are a few tips you can try!

## GIVE WILDLIFE SPACE

Stay a safe distance away from wildlife .  
If the bird or animal looks scared or is reacting to you, you're too close.

## CALL THE EXPERTS

If you see an animal in distress,  
call your local wildlife center.

## KEEP PETS AT A SAFE DISTANCE

Place dogs on a leash to protect  
them and nearby wildlife.

## PADDLE POLITELY

If approached by wildlife in the water,  
give the animal space by slowly and  
safely paddling away.

## DON'T FEED WILDLIFE

Human food can make wildlife sick. Secure  
your snacks, remove trash and food scraps  
when you leave the area you were visiting.

## REUSE AND RECYCLE

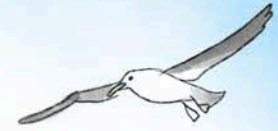
Help reduce waste by reusing materials  
whenever possible. When you can't  
reuse or repurpose, be sure  
to recycle responsibly.

## TURN OFF THE TAP

Help save water and use less  
energy at home by turning off the tap  
when you're not using it.

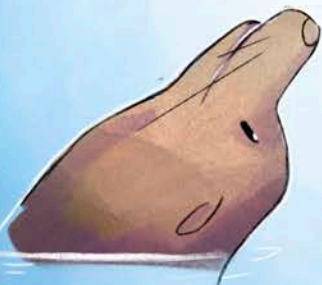


# JENNA BUSH HAGER



Jenna Bush Hager is the co-host of “TODAY with Hoda and Jenna.” She joined TODAY as a correspondent and contributor in August 2009. Prior to joining TODAY, Hager was a reading teacher at a public school in Baltimore. She is currently an editor-at-large for Southern Living. Hager is the author of the #1 New York Times bestseller “Sisters First” and “The Superpower Sisterhood,” written with her sister Barbara Bush, and the New York Times bestseller “Ana’s Story: A Journey of Hope.”


She most recently authored “Everything Beautiful in Its Time: Seasons of Love and Loss,” a memoir about her late grandfather, Former President George H.W. Bush. She also co-authored the children’s books “Our Great Big Backyard” and “Read All About It!” with her mother. In 2019, Hager began “Read with Jenna,” a book club aimed to strengthen communities and ignite conversations over novels. Since its inception, 33 of Hager’s book club picks have become New York Times bestsellers. In 2004, Hager graduated from the University of Texas at Austin with a degree in English. She lives in New York with her husband, Henry Hager, their two daughters Mila and Poppy, and their son Hal. Follow Hager on Twitter and Instagram @JennaBushHager.





# DAWN

For more than 40 years, Dawn has helped save wildlife both at the sink, with products designed to get dishes cleaner faster, using less water, and at the shore, by working with wildlife rescue experts to protect and care for aquatic wildlife. Dawn has helped more than 150,000 birds and marine mammals through direct care and advocacy in partnership with International Bird Rescue and The Marine Mammal Center. Now, the brand is building on its legacy of helping wildlife and the home we share with them through continued partnerships with both organizations. By 2030, Dawn and its partners will help protect and care for one million birds and marine mammals through direct rescue and rehabilitation efforts and work to inspire one million people to become wildlife heroes by creating a cleaner world for wildlife through small, positive actions in their daily lives.



To learn more about Dawn's commitments, its non-profit partners, and how to become a Wildlife Hero, visit [www.dawn-dish.com](http://www.dawn-dish.com) and follow Dawn on Instagram @dawndishwash.



# INTERNATIONAL BIRD RESCUE

International Bird Rescue is a global conservation organization for birds in a changing world. Since 1971, International Bird Rescue has responded to over 250 oil spills and other wildlife emergencies, caring for more than 160,000 birds on six continents. With crisis response centers in San Francisco, Los Angeles, and Anchorage, the organization specializes in emergency preparedness and response, day-to-day aquatic bird care, and scientific research. Innovations are shared worldwide to inspire the next generation of wildlife specialists. Bird Rescue aims to give a voice to waterbirds through conservation, advocacy, and wildlife literacy that builds empathy and encourages action. Visit [www.birdrescue.org](http://www.birdrescue.org) to learn more.

# THE MARINE MAMMAL CENTER

The Marine Mammal Center is a global leader in marine mammal health, science and conservation, and is the largest marine mammal hospital in the world. Sick and injured animals are treated at the Center's state-of-the-art veterinary facilities and are cared for until they can be released back to their ocean home. As a resource and thought leader in animal care, education and scientific communities, the Center is taking action to support a network of scientists and concerned citizens around the world to protect our shared environment for future generations. Visit [www.marinemammalcenter.org](http://www.marinemammalcenter.org) to learn more.





INTERNATIONAL  
BIRD RESCUE



The Marine  
Mammal Center.

PARTNERS IN SAVING WILDLIFE