

Become An Orca Ambassador



Get Involved

- Celebrate World Orca Day (July 14th), World Orca Week (week of July 14th, beginning Monday; dates shift from year-to-year), and World Orca Month (July) through any form of communication
- Engage youth
- Plan an event
- Educate yourself and others
- Create art
- Participate in World Orca Day social media campaigns through Instagram and Facebook
- Provide clear calls to action, emphasize inspiring stories and elevate appreciation for orca
- Highlight free orca resources and related educational organisations
- Understand orca's influence on us and our influence on them
- Spread the word that orca and the ocean are crucial to a healthy planet
- Speak out about how misinformation can threaten orca and impact our ability to protect them
- Use the hashtag #worldorcaday and tag us in related content

World Orca Day Social Media Samples

- Empower others and ignite collective awe to protect orca and the ocean this World Orca Day on July 14th!
- Be part of the global movement to protect and celebrate orca for World Orca Month this July. Join me in raising awareness for this amazing species.
- Looking to make an impact this World Orca Day? From local events to global activities, every action for our ocean and orca makes a difference. Celebrate orca with me and your loved ones this July 14th.
- This #worldorcaday, let's grow support for orca! Access World Orca Day resources for free and share widely to inspire collective action.
- Join the World Orca Day online community, an informal group of individuals and organisations that support the conservation and celebration of wild orca #worldorcaday

World Orca Day History

World Orca Day was launched by Dr. Ingrid N. Visser on the 8th of November, 2013, at the World Whale Conference, in Boston, USA. The inaugural observation day was on July 14th, 2014. Dr. Visser is a cetologist who researches orca in New Zealand waters through the Orca Research Trust, which she founded in 1998.

World Orca Day was launched in collaboration with the Orca Research Trust. Other orca-centric, cetacean- and ocean-focused organisations joined in the event. The support for World Orca Day continues to grow and by 2020 there were more than 40 NGOs and other bodies endorsing and promoting the event.

Dr. Visser explains why World Orca Day is held during the month of July:

“The concept was inspired by multiple orca related events, each occurring in July, but in different years. The first began in 2002, with the rescue of a young female orca, named Springer who was found alone off the west coast of the USA. She had become emaciated and therefore a rescue plan was put in place, where she was captured and then rehabilitated in a sea pen in her home waters of Canada.

This ground-breaking rescue was coordinated in conjunction with Government Authorities from both the USA and Canada. Jeff Foster who had worked on the rehabilitation of the orca known as Keiko (the star of the movie Free Willy), also assisted, along with many others (and a big thanks to everyone for their efforts!). The rehabilitation program of Springer was already deemed successful once she was reunited with her family in July of 2002. Additionally, in July 2013, Springer had a calf (since named Spirit), which reinforced just how impactful genuine rehabilitation and release can be.

Between these July events, another rescue of a young female orca was conducted, this one in July 2008, on the coast of New Zealand. The orca was subsequently named Rakey-Cousteau, after Jean-Michel Cousteau who worked alongside me at the rescue.

Also, July has traditionally been the month of ‘Superpod’, which is an informal gathering of international orca scientists, advocates, filmmakers, former orca trainers, naturalists and people who want to see the species in their natural environment. With this accumulation of events, and as the idea began to form in my head, July became the obvious choice for World Orca Day.”