

April 2, 2009

WISE UP, CANADA!

Vancouver Aquarium sustainable seafood program, Ocean Wise™, launches nationwide

Vancouver, BC – Canadians from coast to coast are now becoming **Ocean Wise** by choosing sustainably sourced seafood items at nearly 2000 restaurants across Canada! Ocean Wise is a Vancouver Aquarium conservation program for sustainably-sourced seafood. Working with participating restaurant partners, Ocean Wise offers environmentally-friendly seafood choices to consumers which are easily identified on menus by the trusted Ocean Wise logo.

Today at Toronto's Fairmont Royal York a celebration was held to introduce all Canadians to **OCEAN WISE, Canada's leading sustainable seafood restaurant program**. In response to consumer demand, Ocean Wise has grown from a small, local initiative to a national program.

"Overfishing is *the* number one problem facing the world's oceans. With most ocean fisheries on the brink of collapse within the next 25 years, it is a major problem that we must respond to", says Dr. John Nightingale, President, Vancouver Aquarium, "and by committing to sustainable seafood choices, Canadians can be part of a real solution".

Talented chefs tantalized taste buds at the event with delicious OCEAN WISE sustainable seafood offerings wisely paired with Chateau des Charmes local wines. Appearances were made by Ryan Gustafson, Ted Corrado, Martin Kouprie, Jason Innes and Bertrand Alepee, Morgan Wilson and Christopher Brown. Also on hand was Executive Chef Rob Clark of Vancouver's C Restaurant, the founding restaurant partner of OCEAN WISE.

Toronto's Fairmont Royal York is home to EPIC restaurant chef Ryan Gustafson who says, "Fairmont Hotels & Resorts' commitment to ocean sustainability means working with reputable suppliers who purchase fish that are resilient to fishing pressure and harvested in ways that limit damage to marine or aquatic habitats. Through the Ocean Wise program, we've removed endangered fish such as Chilean sea bass, blue fin tuna, orange roughy and shark, from EPIC's dining menu."

Torontonians can now enjoy the **Ocean Wise Taster Menu Promotion April 2-9**, featuring delicious, ocean-friendly seafood menus at participating Ocean Wise restaurants including EPIC at Fairmont Royal York, C5 at the Royal Ontario Museum, Pangaea, Amuse Bouche, Perigee and Trios Bistro at Toronto Marriott Downtown.

About Ocean Wise™

The Ocean Wise brand on a restaurant menu is the trusted symbol of ocean-friendly seafood choices for discerning consumers.

Launched in Vancouver, BC in January 2005, the Ocean Wise program now has nearly 200 participating members across Canada with over 2,000 locations including restaurants, markets, culinary schools, sports/entertainment arenas and universities. A complete list of participants can be viewed online at: www.oceanwise.ca

About the Vancouver Aquarium

The Vancouver Aquarium is a self-supporting, non-profit association dedicated to effecting the conservation of aquatic life through display and interpretation, conservation practices, education, research, and direct action. Learn more at www.vanaqua.org

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