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CANADIANS CELEBRATE OCEAN WISE™ MONTH

Vancouver, B.C. – Throughout the month of November, Ocean Wise partners are encouraging consumers to eat Ocean Wise and help ensure the health of our oceans. Ocean Wise makes it easy for consumers to feel good about eating sustainable seafood—here are five ways to celebrate Ocean Wise:

- Look for the Ocean Wise symbol on menus – Next time you're in the mood for seafood, look for the Ocean Wise symbol, which is your trusted symbol for sustainable seafood choices.
- Before you buy, ask if it's Ocean Wise – Leading retailers are now offering Ocean Wise sustainable seafood choices at seafood counters.
- Become an Ocean Wise chef – Purchase *The Ocean Wise Cookbook* to recreate tantalizing sustainable seafood recipes from a collection of Canada's top chefs while supporting Ocean Wise. Books are available at oceanwise.ca.
- Be an Ocean Wise advocate – Share your commitment to eat Ocean Wise with family, friends and colleagues. Ask your favourite restaurant and retailer to consider becoming an Ocean Wise partner too.
- Get your bib out & join us at Chowder Chowdown – Top chefs across Toronto and Vancouver are competing at Chowder Chowdown for the title of *Best Ocean Wise Seafood Chowder*. Be the judge for yourself and join us in Toronto on November 17 and Vancouver on November 24.

Top chefs in Toronto and Vancouver compete for the title of *Best Ocean Wise Seafood Chowder* at Chowder Chowdown on November 17 (Toronto) and November 24 (Vancouver). Chefs and their entries have been shortlisted by a panel of judges and the top candidates compete live at Chowder Chowdown where the 2010 Chowder Champion will be crowned. Tickets to this annual event are available at oceanwise.ca.

Aspiring chefs looking to enhance sustainable seafood cooking can now refer to a comprehensive Ocean Wise cookbook, *The Ocean Wise Cookbook: Seafood Recipes that Are Good for the Planet*. In *The Ocean Wise Cookbook* freelance writer Jane Mundy compiles popular Ocean Wise recipes from renowned Canadian chefs and restaurants.

Overfishing is the biggest threat to our oceans today. Make a difference by choosing Ocean Wise—your assurance that the item is a good choice for keeping ocean life healthy and abundant for generations to come. Learn more at oceanwise.ca.

About Ocean Wise™

The Ocean Wise logo on a restaurant menu, seafood counter or seafood product is the trusted symbol of ocean-friendly seafood choices. With more than 360 partners and over 2,800 locations across Canada, Ocean Wise makes it easy for consumers to make sustainable seafood choices that ensure the health of our oceans for years to come. Learn more at www.oceanwise.ca.

About Vancouver Aquarium

The Vancouver Aquarium is a global leader in connecting people to our natural world, and a self-supporting, non-profit association dedicated to effecting the conservation of aquatic life through display and interpretation, education, research, and direct action. Learn more at www.vanaqua.org.

Editors: Interviews with top Canadian Ocean Wise chefs can be arranged.

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