

FOR IMMEDIATE RELEASE: August 16, 2010

## **MARKETPLACE IGA EXTENDS OCEAN WISE™ PRODUCTS TO CONSUMERS LOOKING FOR SMART, SUSTAINABLE SEAFOOD CHOICES**

**Vancouver, B.C.** – Consumers have one more great reason to visit MarketPlace IGA as a new Ocean Wise partner, MarketPlace IGA stores across British Columbia now offer Ocean Wise sustainable seafood choices, from Albacore tuna to Dungeness crab. Look for the Ocean Wise symbol on seafood-counter products and feel good about making ocean-friendly seafood choices.

“Ocean Wise is quickly expanding across Canada. Retail partners like MarketPlace IGA make it easy for consumers to enjoy a diverse range of seafood while making smart, sustainable choices,” said Mike McDermid, Ocean Wise program manager. “Ocean Wise is the trusted symbol of ocean-friendly seafood choices and we encourage consumers to purchase sustainable seafood at MarketPlace IGA.”

Sustainable seafood is, very simply, seafood caught in a way that ensures the health of our oceans for years to come. Consumers can make Ocean Wise seafood choices at 43 MarketPlace IGA retail locations across B.C. MarketPlace IGA joins a growing group of environmentally-conscious retail partners that are helping to protect the world’s oceans by encouraging consumers to choose seafood products that are abundant, well-managed and caught by fishing methods that do not harm other species or the ocean habitat.

“With roots as a community-based retail market, MarketPlace IGA is responding to consumer demand for sustainable seafood,” said John MacNichol, vice-president, merchandising, H.Y. Louie Co. Limited. “Consumers looking for ocean-friendly choices can take comfort in choosing Ocean Wise recommended products at our seafood-counters.”

### **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](http://www.oceanwise.ca).

### **About H.Y. Louie Co. Limited**

H.Y. Louie Co. Limited, at 107 years, is one of North America’s oldest wholesale grocers. Based in Burnaby, B.C., the company also provides services to over 37 independently owned and operated and 6 corporately run Market Place IGA stores in B.C., in addition to operating distribution center, office and three Cash & Carry outlets.

### **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](http://www.vanaqua.org).

**Media Contact:**

Roxanne St-Pierre

Vancouver Aquarium

604.659.3752 | [publicrelations@vanaqua.org](mailto:publicrelations@vanaqua.org)