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OCEAN WISE™ TURNS 5

Canada's Leading Sustainable Seafood Program Celebrates its Most Successful Year!

Vancouver, B.C. – Happy birthday, Ocean Wise! Founded by the Vancouver Aquarium in January 2005, Ocean Wise is Canada's leading sustainable seafood program. 2009 saw the program enjoy phenomenal expansion, meeting growing interest for help in offering and making smart seafood choices.

Due to popular demand, Ocean Wise went national in 2009 spanning from coast to coast with partners from Halifax, NS to Victoria, BC. It welcomed 120 new partners from the restaurant, supplier and retail sectors - Ocean Wise now works with nearly 300 partners at over 2700 locations. Ocean Wise was also the proud recipient of the 2009 Pinnacle Award as Supplier of the Year!

Overfishing is the number one problem facing the world's oceans. Ocean Wise addresses this critical issue by promoting sustainable fishery practices to prevent habitat destruction and enable species to thrive at optimum population numbers. The program enables Canadians to make environmentally-friendly seafood choices.

Whether it's canned tuna from the supermarket or spicy tuna rolls from a sushi restaurant - fish & chips or fine-dining, it's easier than ever for consumers to find and enjoy sustainable seafood easily identified through the Ocean Wise symbol on a restaurant menu, display case or product.

About Ocean Wise™
The Ocean Wise logo on a restaurant menu, deli-counter or seafood product is the trusted symbol of ocean-friendly seafood choices for discerning consumers. Launched in Vancouver, BC in January 2005 by the Vancouver Aquarium, the Ocean Wise program has grown from a small, local initiative to a national program. 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.

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Ocean Wise™ New Partners 2009

ALBERTA

Restaurants
Ceili's Irish Pub and Restaurant, Calgary and Edmonton
Chop, Edmonton
Juniper Bistro and Lounge, Banff
North 51° Steakhouse- Delta Calgary Airport, Calgary
Rouge, Calgary
Thomsons Restaurant - Hyatt Regency Calgary, Calgary

Private Club
The Bow Valley Club, Calgary

Markets
Dor-bel International Fine Foods, Calgary

Suppliers
Centennial Food Service

BRITISH COLUMBIA

Restaurants
900 West Lounge – The Fairmont Hotel, Vancouver BC
All Seasons Café, Nelson BC
Aria Restaurant and Lounge - Westin Downtown, Vancouver BC
Aubergine Grille - The Westin Resort & Spa, Whistler BC
Aura Restaurant, Victoria BC
The Beach House Restaurant & Lounge, West Vancouver BC
Big Bad John's – Strathcona Hotel, Victoria BC
Browns Social House, various locations BC
Burrard Bridge Marine Bar and Grill, Vancouver BC
Ceili's Irish Pub and Restaurant, Vancouver BC
Chaise Lounge, Vancouver BC
The Clubhouse – Strathcona Hotel, Victoria BC
Cioppino's Mediterranean Grill, Vancouver BC
The Corner Suite Bistro De Luxe, Vancouver BC
The District, North Vancouver BC
The Edge Bistro, North Vancouver BC
Element Club Bar Grill, Castlegar BC
Elements Urban Tapas Parlour, WhistlerBC
Fraiche , West Vancouver BC
The Games Room – Strathcona Hotel, Victoria BC
Globe Café and Tapas Bar, Kelowna and Kamloops BC
Griffins – The Fairmont Hotel Vancouver, Vancouver BC
The Harvest Dining Room – The Harvest Golf Club, Kelowna BC
The Harvest Grille – The Harvest Golf Club, Kelowna BC
La Bussola, Kelowna BC
Lava Dining and Lounge, Maple Ridge BC
The Little Piggy Bake Shop and Eatery, Victoria BC
Local Lounge & Grille, Summerland BC
Miku Restaurant, Vancouver BC
Monk's Grill, Whistler BC
Morgan's Bar and Grill – Morgan Creek Golf Club, South Surrey BC
Mr Pickwick's Fish and Chips, Vancouver BC

Norwoods Restaurant, Ucluelet BC
ORA Restaurant Lounge – Kamloops & Vernon BC
The Lobby - Pinnacle at the Pier, North Vancouver BC
Ravens on the Beach, Harrison Hot Springs BC
Revel Room, Vancouver BC
Riverhouse Restaurant, Delta BC
Rocky Mountain Flatbread Company, North Vancouver BC
The Roof – Strathcona Hotel, Victoria BC
The Sticky Wicket – Strathcona Hotel, Victoria BC
Tapenade Bistro, Steveston BC
Uli's Restaurant, White Rock BC
Union Street Grill and Grotto, Victoria BC
Vintage Room – Coast Capri Hotel, Kelowna BC
Vintner's Poolside Grill – Coast Capri Hotel, Kelowna BC
Westward Ho! University Golf Club, Vancouver BC
Whitebird Lounge, Victoria BC
Zen Japanese Restaurant, West Vancouver BC

Markets
Blue Seas Fish Market, North Vancouver BC
Lobster man, Vancouver BC
Seven Seas Fish Market, Vancouver and South Surrey, BC
South China Seas Trading Co, Vancouver BC
Thrifty Foods, Vancouver Island and Lower Mainland – various locations BC

Catering
Feys + Hobbs Catered Arts Inc, Victoria BC
Joy Road Catering, Okanagan BC
Kla-how-eya Aboriginal Centre of SACS, Surrey BC
The Little Piggy Catering, Victoria BC
Major the Gourmet, Vancouver BC
Peake of Catering, Vancouver BC
Ramada Abbotsford Conference Centre, Abbotsford BC
Savoury City, Vancouver BC
Strathcona Hotel Banquets and Catering, Victoria BC

Culinary School
Kla-how-eya Aboriginal Centre of SACS, Surrey BC

Culinary Tourism
Edible British Columbia, Vancouver BC

Food Services
Tapestry at the O'Keefe – Arbutus Walk, Seniors Living Community BC

University
Bamfield Marine Science Centre

Home Cooking Services
Vibrant Chef, Vancouver BC

Suppliers
Albion Fisheries - Ocean Wise Founding Supplier Partner
7Seas
B&C Foods
Blundell Seafoods
Calkins & Burke
Deluxe Seafoods
English Bay Seafoods
Estevan Tuna
Fanny Bay Oysters
Finest At Sea
Gordon Food Service
Island Sea Farms
Just Hooked Seafoods
North Douglas Sysco Food Services
Oceanfood Sales
Organic Ocean
Pacific Provider
PASCO Seafood Enterprises Inc.
Raincoast Trading
SeaChange Savouries Canada
Seaside Marketing
Stellar Bay Shellfish Ltd.
Sysco Food Services
Thetis Queen Seafoods
Trident Seafoods Corporation
Willowfield Enterprises

MANITOBA

Restaurants
Chop, Winnipeg MB
Lounge at the Fairmont – Fairmont Winnipeg, Winnipeg MB
The Velvet Glove – Fairmont Winnipeg, Winnipeg MB

University
University of Winnipeg, Winnipeg MB

NEW BRUNSWICK

Restaurants
The Blue Door Restaurant and Bar, Fredericton NB

NOVA SCOTIA

Supplier
Goldwater Seafoods

ONTARIO

Restaurants
Borealis Grille, Guelph ON
Cedar Grove Lodge, Huntsville ON
Cowbell Restaurant, Toronto ON
E18gteen, Ottawa ON
The Harbord Room, Toronto ON
Juniper Kitchen & Wine Bar, Ottawa ON
Local, Toronto ON
Le Papillon On Front, Toronto ON
Scaramouche, Toronto ON
Simple Fish & Chips, Stratford ON
Tiara Restaurant & Bacchus Lounge, Niagara ON
The Whalesbone Oyster House, Ottawa ON
Woolwich Arrow, Guelph ON

Suppliers
Allseas Fisheries Inc
Daily Seafood
Diana's Seafood
Gordon Food Service
Icy Waters Ltd
Jim Giggie’s Trout Farm
Macgregors Meat & Seafood Ltd
Organic Ocean
Seacore Seafood Inc.
Sub Zero Imports Inc.

PRINCE EDWARD ISLAND

Suppliers
Canadian Cove Cultured Shellfish

SASKATCHEWAN

Private Club
Boffins Club, Saskatoon SK