



Ocean Wise
A Vancouver Aquarium Conservation Program

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ARE YOU TORONTO'S ULTIMATE OCEAN WISE™ SEAFOODIE?

TORONTO, ON – There's a new type of foodie emerging in Toronto's culturally-diverse culinary scene—the Ocean Wise Seafoodie. Looking for greater understanding of a perfectly planked B.C. wild Sockeye or a freshly farmed American oyster, Ocean Wise is fishing for a passionate apprentice to champion the Seafoodie experience.

“Ocean Wise Seafoodies appreciate a well-prepared seafood dish, are familiar with ocean-friendly eating but have a passion to learn more,” said Mike McDermid, Ocean Wise partner relationship manager at the Vancouver Aquarium. “The current rate and manner in which we extract seafood from the ocean is not sustainable. Ocean Wise Seafoodies help to spread the word on making sustainable choices to ensure marine life will be around for generations to come.”

To coincide with April's Earth month and the start of spring when seasonal menus incorporate more choices from the sea, eight of Toronto's Ocean Wise restaurants have partnered with the Vancouver Aquarium to launch Toronto's Ultimate Ocean Wise Seafoodie Competition.

Seafood lovers from across the Greater Toronto Area are encouraged to submit 30-second video clips to Ocean Wise demonstrating their passion for ocean-friendly eating and explaining why they should be Toronto's Ultimate Ocean Wise Seafoodie. The top 12 semi-finalists will experience an Ocean Wise meal and submit a review video to become Toronto's Ultimate Ocean Wise Seafoodie. The winner will receive an exclusive dining experience with Executive Chef Ted Corrado of C5 where he will delight three of your closest friends with a delectable Ocean Wise meal at C5, an Ocean Wise cooking class for two at the Calphalon Culinary Centre and a Calphalon 13-piece tri-ply stainless steel cooking set.

“With 90 per cent of all large, predatory fish estimated to already be extinct, overfishing has become the greatest threat to our oceans today,” said McDermid. “We want the Ocean Wise Seafoodie to be an ambassador who can help educate and empower consumers to make ocean-friendly eating choices.”

Toronto's Ocean Wise Seafoodie competition kicks off March 1, 2011. Submissions must be received by March 13, 2011. For contest details visit www.facebook.com/ocean.wise. You can also follow Ocean Wise on Twitter www.twitter.com/ocean_wise.

About Ocean Wise™

The Ocean Wise logo on a restaurant menu or seafood product is the trusted symbol of ocean-friendly seafood choices. With more than 360 partners and over 3,000 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

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