



Ocean Wise
A Vancouver Aquarium Conservation Program

For Immediate Release: April 12, 2011

VOTE FOR TORONTO'S ULTIMATE OCEAN WISE™ SEAFOODIE

TORONTO, ON – Ocean Wise Seafoodies are calling on Canadians to help decide who will become Toronto's *Ultimate Ocean Wise Seafoodie* by voting at www.facebook.com/ocean.wise. After dining at some of the best restaurants in Toronto, these underwater aficionados have produced videos demonstrating their passion for sustainable seafood in the hope of catching the Ocean Wise grand prize. Voting opens today and closes on April 25.

"Watch short vignettes showcasing the insights of Ocean Wise Seafoodie semi-finalists as they reveal the one thing every Canadian needs to know about eating sustainably," says Mike McDermid, Ocean Wise partner relationship manager. "We hope Canada is just as excited as we are to launch into the voting phase of the Ultimate Ocean Wise Seafoodie contest – "like" your favourite Seafoodie at facebook.com/ocean.wise."

From a research manager to an editor to an environmental scientist, Seafoodie semi-finalists have one thing in common: a collective passion for ocean-friendly eating. The following Ocean Wise chefs generously donated their time to meet with Seafoodies to provide an inside taste of how eating sustainably is also about eating well:

- Chef Ted Corrado at C5
- Chef Timothy Palmer at Epic
- Chef Andrea Nicholson-Jack at Great Cooks on Eight
- Chef Cory Vitiello Harbord Room
- Chef Albert Ponzio at Le Select Bistro
- Chef Morgan Wilson at Trios Bistro
- Chef Martin Koupric at Pangaea
- Chef Victor Barry at Splendido
- Chef Patrick McMurray & Kyle Deming at Starfish Oyster Bed & Grill

Vote for Toronto's Ultimate Ocean Wise Seafoodie Today!

Launched on March 1, Toronto's Ultimate Ocean Wise Seafoodie contest enters its voting phase. While the Seafoodies are from Toronto, voting is open to all Canadians with 15 delicious prizes to be won by simply "liking" your favourite Ocean Wise Seafoodie at www.facebook.com/ocean.wise.

Voting is open until April 25 and the Seafoodie with the most "likes" will become *Toronto's Ultimate Ocean Wise Seafoodie*. The winner will be announced on April 26. Voting at www.facebook.com/ocean.wise will automatically qualify you to win prizes to Epic Restaurant at Fairmont Royal York, George Restaurant, Scaramouche Restaurant and Starfish Oyster Bed & Grill. Voters residing outside of Toronto will win one of five Ocean Wise cookbooks.

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Seafoodie Grand Prize

Toronto's Ultimate Ocean Wise Seafoodie will receive the following exclusive prize:

1. *The ultimate dining experience at C5 Restaurant with Chef Ted Corrado*
The Ultimate Seafoodie will enjoy an exclusive culinary experience courtesy of Chef Ted Corrado at the acclaimed C5 restaurant. The Seafoodie and three guests will:
 - Take a tour of 'Water: The Exhibition' at the Royal Ontario Museum featuring the preservation of oceanic environments
 - Enjoy a delicious four-course Ocean Wise dining experience prepared by Chef Corrado including wine pairings with each dish
2. *An Ocean Wise cooking class for two at the Calphalon Culinary Center*
3. *Calphalon 13 Piece Tri-Ply Stainless Steel Set*
4. *The Ocean Wise Cookbook*

Seafoodie Runner Up Prize

The runner up Ocean Wise Seafoodie will receive the following prize:

1. *Private Behind the Scenes Winery Tour of Château des Charmes*
A wine country tour of Château des Charmes, located south of Lake Ontario in the beautiful Niagara-on-the-Lake region. The Seafoodie and guest will receive a rare private tour of St. David's Bench Vineyard, crush room, underground barrel cellars and bottling line. On departing, the Seafoodie will be gifted a wine package to mark the occasion.
2. *The Ocean Wise Cookbook*

About Ocean Wise™

The Ocean Wise logo on a restaurant menu or seafood item is your assurance of an ocean-friendly seafood choice. 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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