



OCEAN WISE™ AWARDED SUPPLIER OF THE YEAR! Canada's leading sustainable seafood program wins 2009 Pinnacle Award

Vancouver, BC – Ocean Wise partners across Canada are celebrating after Canada's leading sustainable seafood program was awarded **Supplier of the Year** at the **2009 Pinnacle Awards** ceremony yesterday in Toronto, ON at the Fairmont Royal York Hotel.

The annual awards recognize achievements of excellence in Canada's restaurant, foodservice and hotel industries and are bestowed by Kostuch Publications, publishers of the industry magazines Foodservice and Hospitality and Hotelier.

"It's an honour to be recognized in this way," commented Mike McDermid, Manager, Ocean Wise. "It is a testament to not only our own hard work, but that of all of our partners. Their commitment to sustainable seafood through Ocean Wise is helping to change the way we buy seafood in Canada and the fisheries we choose to support."

Ocean Wise is a national conservation program of the Vancouver Aquarium encouraging sustainably-sourced seafood for consumers. Working with participating restaurant and market partners as well as seafood suppliers, Ocean Wise offers environmentally-friendly seafood choices easily identified by the trusted Ocean Wise logo.

"Overfishing is *the* number one problem facing the world's oceans. With most ocean fisheries on the brink of collapse within the next 25 years, it's a major problem that we must respond to", says Dr. John Nightingale, President, Vancouver Aquarium. "By committing to sustainable seafood choices, Canadians can be part of a real solution".

About Ocean Wise™

The Ocean Wise brand on a restaurant menu, retail display or product is the trusted symbol of ocean-friendly seafood choices for discerning consumers. Launched in Vancouver, BC in January 2005, the Ocean Wise program has more than 250 partners across Canada with over 2,600 locations including restaurants, markets, culinary schools, universities and sports/entertainment centres. More at: <http://oceanwise.ca>

About the Vancouver Aquarium

The Vancouver Aquarium is a self-supporting, non-profit association dedicated to effecting the conservation of aquatic life through display and interpretation, conservation practices, education, research, and direct action. Learn more at <http://vanaqua.org>

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