



Ocean Wise[™]

A Vancouver Aquarium Conservation Program

FOR IMMEDIATE RELEASE
FRIDAY, FEBRUARY 13, 2009

4 CANDLES FOR OLDER, WISER OCEAN WISE

VANCOUVER AQUARIUM'S SUSTAINABLE SEAFOOD PROGRAM CELEBRATES

Vancouver, BC: Hungry media are invited to the Vancouver Aquarium on **Monday, February 16, 2009** at **11:45 a.m.** to celebrate the 4th anniversary of **Ocean Wise**, a Vancouver Aquarium seafood conservation program.

Enjoy sustainable seafood offerings from several **Ocean Wise** partners, such as:

- The Refinery
- O'Doul's outside
- TELUS Whistler Conference Centre
- Compass Group Canada, Simon Fraser University
- Brasserie Bistro at Coast Plaza Hotel & Suites
- Vancouver Aquarium Catering & Events

In the last four years, **Ocean Wise** has grown from a small, local initiative to what will soon be a benchmark national program. Working with participating restaurant and market partners, **Ocean Wise** offers environmentally-friendly seafood choices to consumers which are easily identified on menus by the **Ocean Wise** logo (as above).

There's a lot to celebrate! It's been a record year of growth for **Ocean Wise** with **73 new partners** joining in 2008 enabling consumers to be Ocean Wise at over 2,000 locations. Also, we'll announce the lucky grand prize winner from **Ocean Wise Month** for "Dinner for a Year", with 52 Ocean Wise restaurant gift certificates.

Aquarium president Dr. John Nightingale and **C Restaurant Executive Chef Robert Clark** will be on hand to speak and answer your questions about **Ocean Wise**.

Launched in Vancouver in January 2005, the Ocean Wise program now has 175 participating members at over 2,000 locations including restaurants, markets, culinary schools, a sports/entertainment arena and a university campus. A complete list of participants is at www.oceanwisecanada.org.

OCEAN WISE 4TH ANNIVERSARY
MONDAY, FEBRUARY 16 / ARRIVE 11:45 A.M.
Vancouver Aquarium, Aquaquest entrance
FOOD & FUN STARTS @ 12 NOON

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