



seafood
choices
ALLIANCE
bringing
ocean conservation
to the table

MEDIA ADVISORY: For Immediate Release

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Long Beach Celebrates the Best Seafood Choices Conservation Organizations, Restaurants Bring Ocean Conservation to the Table During Seafood Show

(October 6, 2003) Washington, D.C. – Ocean-friendly seafood comes to Long Beach October 10-16, just in time for the annual International West Coast Seafood Show to be held at the Long Beach Convention Center in Long Beach, Calif. Some of the city's finest restaurants are teaming up with the national Seafood Choices Alliance to celebrate ocean-friendly seafood during the week-long educational program, called **"Long Beach's Best Seafood Choices."** The event highlights ocean-friendly dining in support of healthy oceans, to illustrate that the seafood choices we make have environmental impacts.

Top Long Beach restaurants, such as The Queen Mary and Island Sunfish Grill, are joined by other select Los Angeles area restaurants in participating in Long Beach's Best Seafood Choices. Throughout the week of October 10-16, the restaurants will serve one or more ocean-friendly seafood specials, chosen from the "Best Choices" on the Monterey Bay Aquarium's *West Coast Seafood Watch* guide; these include farmed abalone, farmed rainbow trout, wild Pacific halibut, and wild Dungeness crab.

- WHAT:** **Long Beach's Best Seafood Choices**
Kick-off event featuring participating chefs.
- WHEN:** 10:00am Friday, October 10
- WHERE:** Island Sunfish Grill, 423A Shoreline Village Dr., Long Beach
- ORGANIZED BY:** Seafood Choices Alliance, along with partners Chefs Collaborative, Marine Stewardship Council, Monterey Bay Aquarium, and National Environmental Trust, and top restaurants such as The Queen Mary, Island Sunfish Grill, Lucques, A.O.C., and Gardens Restaurant at the Four Seasons*
- WHY:** Not all seafood is created equal; some items are associated with more environmental impacts than others. By choosing environmentally responsible seafood choices, consumers direct their purchasing power in favor of those fisheries and aquaculture operations with the least environmental impact, without sacrificing taste or quality.

Please RSVP to 914/793 9400 by October 8 if you plan to attend.

* For updated information about participating restaurants, call Stephanie Crane at 914/793 9400. A complete listing will be available at www.seafoodchoices.com after October 8.

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