



seafood
choices
ALLIANCE
•
bringing
ocean conservation
to the table

**MEDIA ADVISORY
For Immediate Release**

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Boston Celebrates Ocean Friendly Seafood in March

*Conservation Organizations, Restaurants Team Up
to Support Healthy Oceans*

Washington, D.C. -- Seafood Choices Alliance, the national organization that brings ocean conservation to the table, is working with Boston's best restaurants and others this March to highlight environmentally friendly dining in support of healthy oceans. The promotion, **Boston's Best Seafood Choices**, is timed to coincide with the annual International Boston Seafood Show.

Highlighting the many environmentally responsible seafood choices that exist enables consumers to direct their purchasing power in favor of those fisheries and aquaculture operations with the least environmental impact, without sacrificing taste or quality. March 10-14, several of Boston's top restaurants will each feature one ocean-friendly special, from among many well-managed, abundant fish and shellfish like oysters, striped bass and Dungeness crab.

Boston's Best Seafood Choices is organized by the Seafood Choices Alliance with the support of Conservation Law Foundation, Chefs Collaborative, National Environmental Trust.

- WHAT:** Boston's Best Seafood Choices
- WHEN:** Monday-Friday, March 10-14, 2003
- WHERE:** Fine restaurants throughout Boston, Mass.
- WHO:** Seafood Choices Alliance and restaurants including Icarus, Radius, and Legal Sea Foods*

* For updated information about participating restaurants, call Stephanie Crane at 914/793 9400. A complete listing will be available on the Seafood Choices website www.seafoodchoices.com after March 7.

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