



Media Advisory



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FOR IMMEDIATE RELEASE

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SAMPLE SMART SEAFOOD SELECTIONS AND CELEBRATE NATIONAL SEAFOOD MONTH WITH SHEDD AQUARIUM

*Chicago Restaurants Kick-off Celebration by Cooking Up Sustainable Seafood Dishes
at Media-only Event On Thursday, October 7*

WHAT:

In conjunction with National Seafood Month in October, Shedd Aquarium is hosting a month-long Right Bite sustainable seafood celebration. And to get the seafood festivities started, several top Chicago-area restaurants will be providing samples for the media from some of the many *Right Bite* approved seafood entrees on Thursday, October 7. Be sure to bring your appetite!

Shedd's month-long sustainable seafood activities include the aquarium's annual Right Bite weekend from October 9 – 11. The aquarium will feature on-site samples of deliciously prepared fresh sustainable seafood, as well as family-oriented activities and presentations throughout the weekend.

The celebration also includes a partnership with Seafood Choices Alliance and *Chicago* magazine, launching the first-ever Chicago's Best Seafood Choices. Nearly 40 restaurants throughout Chicago, including Shedd's own Soundings Restaurant, will feature sustainable seafood entrees from October 7 – 31. For the first time, this important seafood outreach is coming to Chicago and the Midwest.

WHO:

Chefs from Shedd's Soundings Restaurant, Frontera and Topolobampo, Hotel Sofitel, Webster's Wine Bar and Grill, Parker's Ocean Grill, Shaws Crab House, Sushisamba and others.

Jeff Boehm, Conservation and Veterinary Services Senior Vice President

WHEN:

Thursday, October 7
10 a.m. – food sampling
10:30 a.m. – press briefing

WHERE:

John G. Shedd Aquarium, 1200 S. Lake Shore Drive, Chicago

PARKING:

The loading dock/security entrance at the south of the building.

Additional supporters of Chicago's Best Seafood Choices include: Chefs Collaborative, Blue Ocean Institute, EcoFish, Inc., Environmental Defense, Institute for Fisheries Resources, Marine Stewardship Council, Pacific Coast Federation of Fishermen's Association, and the Kinship Foundation.