



**seafood
choices**
ALLIANCE
•
bringing
ocean conservation
to the table

MEDIA ADVISORY:

April 12, 2004

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**With “The Fish List” It’s Easy to Choose Ocean-Friendly
Seafood This Earth Day, and Every Day
Collaborative Effort Showcases Unified Voice of Conservation Community**

New York, NY – **Blue Ocean Institute, Environmental Defense, and Monterey Bay Aquarium**, partners in the Seafood Choices Alliance, introduce “The Fish List” – an exciting new collaboration. This Earth Day, these groups – whose staffs are widely respected for their conservation and scientific expertise – join forces to produce a national seafood guide that eliminates confusion and is the one agreed upon resource consumers can use to make seafood decisions at restaurants and markets in the U.S.

Many consumers know that seafood is part of a healthy diet. It’s also clear that our ocean is in trouble from problems posed by certain fishing and aquaculture practices; increasingly, consumers are also learning about the safety of certain seafood items, such as mercury in tuna and PCBs in farmed salmon. “The Fish List” helps by providing information about broadly available seafood choices that are better for the environment and your health, as agreed upon by leaders of the seafood conservation community.

Join Seafood Choices Alliance and partners for a press conference to launch “The Fish List,” 10:00am Monday, April 19, at Metrazur (East Balcony, Grand Central Station), and discover the seafood choices consumers should “*Enjoy!*”

WHAT: “The Fish List” Media Launch Event

WHEN: Monday, April 19, 2004
10:00 – 11:00 am

WHERE: Metrazur (East Balcony, Grand Central Station)
New York, NY

WHO: Seafood Choices Alliance partner organizations Blue Ocean Institute, Environmental Defense, and Monterey Bay Aquarium

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*Please RSVP to Stephanie Crane at 914/793 9400 or
scrane@seafoodchoices.com by 5:00pm Friday, April 16.*

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