



FOR IMMEDIATE RELEASE:
March 15, 2010

CONTACT: Ken Goldman
703.587.3226

SEAFOOD CHOICES ANNOUNCES 2010 SEAFOOD CHAMPIONS AT BOSTON SEAFOOD SHOW

BOSTON – Seafood Choices, a program of SeaWeb, today announced the winners of the 2010 Seafood Champions Awards at the International Boston Seafood Show. The finalists for the annual award were selected earlier this year at the International Seafood Summit in Paris, France.

The 2010 Seafood Champions are:

- The Co-operative, United Kingdom
- Howard Johnson, Sustainable Fisheries Partnership, United States
- KLM In-Flight Services, The Netherlands
- West African Journalists Network for Responsible Fisheries (*Réseau des Journalistes pour une Pêche responsable en Afrique de l'Ouest* - REJOPRAO), West Africa
- Helen York, Bon Appétit Management Company Foundation, United States

The annual Seafood Champion Awards honor those who have made significant strides in improving practices and awareness of responsibly produced seafood. Seafood Choices established the award in 2006 to honor those in the seafood industry whose past or present contributions demonstrate a commitment to innovation that leads to change.

“Each of these Seafood Champions have made real and meaningful impacts in the area of seafood sustainability,” said Ned Daly, North American director for Seafood Choices. “The innovation and passion that each of our winners bring to the industry sets them apart from their peers—while at the same time established the benchmark toward which others in the seafood industry can strive.”

The International Boston Seafood Show is North America’s largest seafood event, featuring more than 800 exhibits offering a vast array of seafood, seafood products, seafood services and seafood equipment from all over the world.

“The Boston Seafood Show is a great place to unveil the Seafood Champions winners,” said Daly, who also is serving on a panel discussion during the show about ocean acidification and its impacts. “Here we can show through proof-

positive, real-life examples how the seafood industry can act in a responsible and sustainable manner to provide the products consumers want.”

#

For interviews with Seafood Champions winners or other media requests, including background information, images and b-roll, please contact Ken Goldman (kgoldman@seaweb.org or +1.703.587.3226) in the United States.

Seafood Choices is an international program of SeaWeb that provides leadership and creates opportunities for change across the seafood industry and ocean conservation community. We seek to create synergies and help identify creative solutions to long-held challenges. By building relationships and stimulating dialogue, Seafood Choices is encouraging and challenging all sectors of the seafood industry along the road toward sustainability.

www.seafoodchoices.org

SeaWeb, founded in 1996 to raise awareness of the growing threats to the ocean and its living resources, is a communications-based nonprofit organization that utilizes social marketing techniques to advance ocean conservation. By increasing public awareness, advancing science-based solutions and mobilizing decision makers around ocean conservation, SeaWeb brings together multiple, diverse and powerful voices for a healthy ocean. www.seaweb.org

##

