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CONTACT:

Ken Goldman
703.587.3226

NORA POUILLON NOW ON SEAWEB BOARD OF DIRECTORS
Award-Winning Chef Joins; Richard Beatty Becomes Emeritus Member

WASHINGTON, D.C.—SeaWeb announced today that Nora Pouillon has joined its Board of Directors. Additionally, founding board member Richard Beatty has become the first member emeritus of its Board of Directors.

“We are delighted to have Nora join our board,” said Dawn M. Martin, president of SeaWeb. “Nora brings with her a lifetime of devotion to environmental issues and sustainability. Her experience and reputation were crucial when she led the charge on SeaWeb’s Give Swordfish a Break campaign, and her expertise will be of tremendous value as we move forward into this new decade.”

“Dick Beatty has been with us from the very beginning, and his dedication and service to SeaWeb is incalculable,” continued Martin. “SeaWeb is incredibly privileged to have the ongoing support of a proponent like Dick serving in this new capacity.”

Beatty responded: “SeaWeb is unique in what it does and fills an important niche in the communications arena. I was there when it was created, and I’ve been lucky enough to watch SeaWeb grow into an international leader that is an indispensable voice for the ocean.”

An internationally renowned chef, Nora Pouillon owns Restaurant Nora and previously owned Asia Nora, both in Washington, D.C. Restaurant Nora, which opened in 1979, is the nation’s first certified organic restaurant; only a handful of U.S. restaurants currently hold that distinction. Pouillon was instrumental in creating the organic certification standards for restaurants. She is also a pioneer in the sustainable seafood movement, having worked in 1998 with SeaWeb and the Natural Resources Defense Council to launch Give Swordfish a Break, the first chef-inspired sustainable seafood campaign.

“Food sustainability—including food that comes from our ocean—is of vital importance to me on both a personal and professional level,” said Pouillon. “From the beginning, SeaWeb has been a leader in the movement to ensure seafood sustainability and ocean health, and I’m honored to join them in this capacity. Leaving a viable and healthy ocean and sustainable seafood legacy for our children is one of the most important things I can help to do as a chef, and I can’t think of a better organization to do that through than SeaWeb.”

Born in Vienna, Pouillon spent time on a self-sufficient farm, which influenced her understanding of the role of food and its impact on personal and environmental health and well-being. The author of “Cooking with Nora,” Pouillon initiated the first producer-only farmer’s market in Washington, D.C.—Fresh Farm Markets, which today includes eight active markets.

Pouillon currently sits on the board of directors of the Amazon Conservation Team, the Environmental Film Festival, Fresh Farm Markets, Earth Day Network and Wholesome Wave. The *Washington Post* named Pouillon one of the dozen “Power Chefs” in the city. She also has won numerous awards from the International Association of Culinary Professionals, Women Chefs & Restaurateurs, the Organic Trade Association, New Hope Natural Media, the American Horticultural Society and Campaign for Better Health Care, among others.

“SeaWeb’s mission—raising awareness of the growing threat to our ocean and its resources—meshes well with Nora’s life mantra,” said Martin. “We know she will continue to be a tireless advocate and her vision will make us all more effective. I’m thrilled that her first official act will be to join us for a board meeting tied to our sold-out Seafood Summit in Paris, where more than 500 people from almost 50 countries will gather to ensure a sustainable future for the seafood marketplace and, more importantly, for the health of our ocean planet.”

Pouillon joins an international board made up of leading voices in the ocean conservation community. Its members in France, the United Kingdom and the United States are: Martin; Nicholas Haffenreffer, treasurer and president of Resolute Capital Management, LLC; John Ogden, Ph.D., director of the Florida Institute of Oceanography; and emeritus member of the board Richard Beatty, former partner and senior counsel at Shaw, Pittman, Potts & Trowbridge. In the United Kingdom, its members include Alan Jones, Ph.D., managing director and co-owner of STURGEON, S.C.E.A., and Callum Roberts, Ph.D., professor in the Environment Department at the University of York.

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.

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