



seafood
choices
ALLIANCE

Press Advisory

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**JOIN US IN CELEBRATING OUR 2007 SEAFOOD
CHAMPIONS!**

(1 March 2007, Silver Spring, MD) -- Seafood Choices Alliance cordially invites you to attend an awards presentation and reception honoring our 2007 Seafood Champions: **Fedele Bauccio** (CEO and Co-founder of Bon Appétit Management Company), **Frontera Grill & Topolobampo Restaurants**, **Lindblad Expeditions**, and **Peter Redmond** (VP Divisional Merchandise Manager for deli/seafood of Wal-Mart).

The reception will be held in conjunction with the Boston Seafood Show. We invite you to join us in celebrating their leadership and learn more about their commitments to sustainable seafood!

What: 2007 Seafood Champion Awards (presentation and cocktail reception with light hors d'oeuvres)

When: Monday, March 12, 2007 4:30pm - 6:00pm

Where: Room #251 Boston Convention & Exhibition Center (415 Summer Street), Boston, Massachusetts

Please note that you must be registered with the show in order to gain admittance to the reception.

RSVP: Please reply by March 6 to Stephanie Faison (stephanie@seafoodchoices.org or 908.626.0111).

These awards, first presented by the Alliance in March 2006, annually recognize individuals and companies for outstanding leadership in promoting environmentally responsible seafood. Seafood Choices Alliance established the award to honor those in the seafood industry whose past and/or present contributions demonstrate a commitment to advancing the marketplace for ocean-friendly seafood. Visit our website for more information about the Seafood Champion Awards at <http://www.seafoodchoices.org/membership/champions.php>.

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Seafood Choices Alliance is a non-profit global trade association for ocean-friendly seafood; with more than 3,000 members from around the world, the Alliance helps the seafood industry – from fishermen and fish farmers to distributors, wholesalers, retailers and restaurants – to make the seafood marketplace environmentally and economically sustainable. Seafood Choices Alliance mobilizes and connects the world's leading voices in support of a sustainable supply of seafood choices, highlighting the need for a global solution to threats facing the ocean.

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