



PRESS RELEASE

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SEAWEB ANNOUNCES 2011 SEAFOOD CHAMPIONS AT BOSTON SEAFOOD SHOW

BOSTON—SeaWeb today announced the winners of the 2011 Seafood Champion Award at the International Boston Seafood Show. The annual Seafood Champion Awards are presented to those who have made significant strides in improving practices and awareness of sustainable seafood. SeaWeb’s 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.

The 2011 Seafood Champions are:

- Robert Clark, Executive Chef, C Restaurant, & Harry Kambolis, CEO, Kambolis Restaurant Group
Vancouver, Canada
- Phil Gibson, Group Director Perishable for Seafood, Safeway, Inc.
San Francisco, California, United States
- Dune Lankard, Founder and Chairman, Eyak Preservation Council
Cordova, Alaska, United States
- Steve Phillips, President and CEO, Phillips Foods, Inc., and Seafood Restaurants
Baltimore, Maryland, United States
- Olivier Roellinger, Vice President, Relais & Châteaux
Paris, France
- Peter Weeden, Head Chef, Paternoster Chop House
London, United Kingdom

“A true Seafood Champion is a leader who demonstrates dedication to responsibility in the seafood industry,” said SeaWeb President Dawn M. Martin. “Each of this year’s winners is

paving the way toward environmental, social and economical sustainability to ensure a healthy future for seafood.”

First presented in 2006, the annual Seafood Champion Awards recognize outstanding leadership in advancing the market for sustainable seafood. Nominated by the seafood community and judged by a panel that includes previous winners, the awards have been bestowed upon individuals, companies and organizations from the fishing, aquaculture, seafood supply and distribution, retail, media, restaurant and foodservice sectors. Winners of this award have influenced the marketplace with regard to the sourcing of ocean-friendly seafood while successfully integrating innovative models to advance sustainability in the seafood industry. The Seafood Champion Awards are presented by SeaWeb’s Seafood Choices program.

Each year, the champions are announced at the International Boston Seafood Show. This is North America’s largest seafood event, featuring more than 900 exhibits that offer a vast array of seafood, seafood products, seafood services and seafood equipment from all over the world.

“With representatives from across the seafood industry convening at The Boston Seafood Show, it is an appropriate place to announce the winning Seafood Champions,” said Martin. “The Champions award is a way of looking at the industry through a positive lens and identifying people who we can all look to for inspiration as we strive to better every aspect of the seafood industry.”

SeaWeb is the only international, nonprofit organization exclusively dedicated to strategically communicating about ocean issues. We transform knowledge into action by shining a spotlight on workable, science-based solutions to the most serious threats facing the ocean, such as climate change, pollution and depletion of marine life. We work collaboratively with targeted sectors to encourage market solutions, policies and behaviors that result in a healthy, thriving ocean. By informing and empowering diverse ocean voices and conservation champions, SeaWeb is creating a culture of ocean conservation.

www.seaweb.org

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

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Editor’s Note: For interviews with Seafood Champion Award winners or other media requests, including background information, images and b-roll, please contact Jackie Marks (jmarks@seaweb.org or 1.202.255.1794) in the United States.