



seafood
choices
ALLIANCE

For Immediate Release:
September 14, 2006

Contact:
Joey Brookhart at 831.277.0271
or joey@seafoodchoices.org

Call for Nominations

**Seafood Choices Alliance is accepting nominations for the
2007 Seafood Champion Awards!**

Silver Spring, MD - September 14 - The Seafood Champion 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.

For more information about the Seafood Champion Awards or the nominations process, please visit www.seafoodchoices.org/membership/champions.php.

The Seafood Champion Awards recognize:

- Outstanding leadership within an industry sector in elevating the issue of seafood sustainability;
- Significant market impact with regard to buying/selling eco-friendly seafood choices;
- Successful integration of a model for seafood sustainability in purchasing policies and business operations.

To encourage a broad range of candidates, there are no constraints on the profession, nationality, or specific industry sector of individuals or companies nominated for a Seafood Champion Award. The award may honor the commitments and actions of those across the full spectrum of professionals - from fishermen and fish and shellfish farmers to distributors, wholesalers, retailers, and restaurants - that are making the seafood marketplace both environmentally and economically sustainable.

Guidelines for Nominations

Any individual, company or organization may submit nominations, with no limit on the number of nominations submitted. Candidates may be nominated by others or may self-nominate.

Nominees may include individuals, companies or organizations from the fishing, aquaculture, seafood supply, retail, distribution, restaurant and culinary sectors, as well as others from related sectors such as the media and academia.

Nominations should be accompanied by a detailed written description of the accomplishments of the nominee, and an explanation of why those accomplishments merit a Seafood Champion award. For example, nominations should explain:

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- How the nominee has influenced others and/or served as a role model with regard to advancing the company or industry's path towards sustainability;
- What a nominee has done to distinguish themselves among their peers in terms of expanding the marketplace for sustainable seafood; and
- Creative and innovative solutions the nominee has developed to promote seafood sustainability or address operational challenges.

Nominations should not exceed one page in length. Only written nominations will be considered. Letters of endorsement in addition to the nomination are not required.

Please make sure to include the name and contact information for the person submitting the nomination as well as the name and contact information for the individual or company being nominated.

Submitting Nominations

Electronic submissions are encouraged and must be received **no later than October 13, 2006**. Nominations submitted by mail should be postmarked no later than October 13, 2006.

Nominations should be sent:

By Email to joey@seafoodchoices.org

By Fax to 301.495.4846

Or by Regular Mail to Seafood Choices Alliance

Attn: Seafood Champion Awards

8401 Colesville Rd., Suite 500

Silver Spring, MD 20910 USA

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Please direct media and other inquiries to Joey Brookhart directly at 831.277.0271 or joey@seafoodchoices.org.

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Seafood Choices Alliance is a nonprofit trade association uniting a growing number of leading voices from the seafood industry, enabling them to expand the seafood choices they offer while working to ensure a healthy ocean.

*****New address effective September 1, 2006!*****

8401 Colesville Road, Suite 500

Silver Spring, MD 20910

USA

T: 301.495.9570

F: 301.495.4846

www.seafoodchoices.org

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