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FOR IMMEDIATE RELEASE

**SEAFOOD CHOICES ALLIANCE'S 2010 SEAFOOD SUMMIT
TO CONVENE IN PARIS, FRANCE**

Conference theme is "Challenging Assumptions in a Changing World"

(Brussels, Belgium – April 29, 2009) SeaWeb's Seafood Choices Alliance announced today the location for the 2010 Seafood Summit at their annual cocktail reception during the European Seafood Exposition. The annual conference will be held in Paris, France from January 31 - February 2, 2010. The theme—*Challenging Assumptions in a Changing World*—will explore emerging threats to the seafood industry, whether existing practices are appropriate, and how such threats might be mitigated through a focus on sustainability. Seafood Choices Alliance is now accepting proposals for panels, workshops and presentations (www.seafoodsummit.org).

The Seafood Summit is the only annual event devoted solely to sustainable seafood issues. It brings together global representatives from the seafood industry and conservation community for in-depth discussions, presentations and networking with the goal of making the seafood marketplace environmentally, socially and economically sustainable. The 2009 Seafood Summit, held in San Diego, California, in January, was the largest in the event's history, with over 475 attendees from 32 countries. The Seafood Summit returns to Europe for the second time, having taken place in Barcelona in 2007.

"In recent years, western Europe has seen a marked increase in the awareness of issues surrounding sustainable seafood," said Elisabeth Vallet, Seafood Choices Alliance's European Director. "We are thrilled to be able to bring next year's Summit to France, a country that is increasingly focusing its attention on responsible seafood procurement."

The theme of the 2010 Summit, *Challenging Assumptions in a Changing World*, aims to demonstrate the ways in which the seafood business and conservation organizations can adapt to changing environmental, economic and political issues. The affects of climate change, the economic downturn and continued illegal and unregulated fisheries, are all major challenges for both ocean health and the long-term viability of the seafood industry.

“The world is changing rapidly on many levels,” said Melanie Siggs, Director for Seafood Choices Alliance. “The ‘business as usual’ approach is rendered obsolete in the face of the environmental and economic challenges we currently face. The Seafood Summit format invites all stakeholders to question current thinking, creatively address the challenges we face and ensure the solutions are appropriate for the future of both oceans and industry. We are confident that the 2010 event will highlight the need for collaborative partnerships across all sectors in order to smartly adapt to our changing environment in a sustainable way.”

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Seafood Choices Alliance is now accepting proposals for panels, workshops and proposals (www.seafoodsummit.org). Please send all proposals to Valerie Craig at seafoodsummit@seafoodchoices.org. For interviews and other media requests, including background information, images, and b-roll from previous Summits, please contact Julia Roberson (jroberson@seafoodchoices.org or +44 (0) 207 922 7781).

Seafood Choices Alliance 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 has brought together multiple, diverse and powerful voices for a healthy ocean. www.seaweb.org

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