

FOR IMMEDIATE RELEASE

July 14, 2010



**Third Annual
WILD BC SEAFOOD FEST ... wild BC salmon, sablefish and sardines
Saturday, August 28th, 2010**

Richmond, BC: The increasingly popular **Wild BC Seafood Fest** will take place on Saturday, August 28th between 11:00 am and 4:00 pm at the Steveston Harbour Authority Fisherman's Park (in front of the Gulf of Georgia Cannery National Historic Site • 12138 Fourth Avenue) in the fishing community of Steveston, Richmond, BC. This third annual celebration is a free outdoor public event to celebrate and enjoy wild BC salmon, sablefish and sardines!

Join members of BC's commercial fishing industry and some of BC's most acclaimed chefs and seafood experts as they demonstrate a variety of amazing wild BC seafood recipes and provide tips on buying, storing, preparing and even eating some of our favourite wild BC seafood. Plus sample their amazing creations and receive copies of the featured recipes to savour them at home!

This year's special guest chefs include: **Tojo** (Owner and Executive Chef of Tojo's Restaurant, Vancouver, BC) who will feature contemporary wild BC sablefish creations; **Neil Taylor** (Executive Chef of Cibo Trattoria, Vancouver, BC) who will present Mediterranean inspired wild BC sardine creations; and, **Stephen Wong** (Vancouver journalist, food and beverage consultant and cookbook author) who will present Asian inspired wild BC salmon recipes. Award-winning fishmonger from The Salmon Shop and Screaming Mimi's in North Vancouver's Lonsdale Quay Market, **Kosta Zogaris** will also add incredible information and enthusiasm as the cooking stage MC.

Other event activities will guarantee fabulous fun and feasting for all: learn all about wild BC salmon, sablefish and sardines direct from fishermen and other members of the industry; buy wild BC salmon, sablefish and sardines straight from the fishermen at the Steveston dock; buy value-added wild BC salmon, sablefish and sardine products from specialty vendors in the Market Area; partake in the kids' activities; and, listen to the live entertainment provided by Richmond's popular Darren Specht and the Blues-Hawks. And visit the expanded, very popular Market Area to purchase delicious wild BC seafood creations from popular local restaurants, and the best specialty food products that BC has to offer to prepare delectable meals at home showcasing wild BC salmon, sablefish and sardines as well as vegetables, fruit, baked goods and more!

Wild BC Seafood Fest is presented by the Canadian Pacific Sardine Association, Canadian Sablefish Association and BC Salmon Marketing Council. The Canadian Pacific Sardine Association, Canadian Sablefish Association and BC Salmon Marketing Council are non-profit, legally constituted organizations representing permit holders in the management and marketing of their respective wild BC seafood fisheries.

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For event information:

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For information regarding wild BC sardines:

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For information regarding wild BC salmon:

Gigi Egan, Chair
BC Salmon Marketing Council, www.bcsalmon.ca
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For information regarding wild BC sablefish:

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