

**FOR IMMEDIATE RELEASE**

August 19, 2010

## **WILD BC SEAFOOD FEST EVENT DETAILS August 28<sup>th</sup>, 2010**



**Richmond, BC:** The third annual **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 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 and preparing some of our favourite wild BC seafood. Plus sample their amazing creations and receive copies of the featured recipes to savour them at home! Award-winning fishmonger from The Salmon Shop and Screaming Mimi's in North Vancouver's Lonsdale Quay Market, **Kosta Zogaris** will add much information and enthusiasm as the cooking stage emcee. And special guest, **Richmond Mayor Malcolm Brodie** will also be present to participate on stage with Chef Tojo.

- 11:30 am:** **Stephen Wong** (Vancouver journalist, food and beverage consultant and cookbook author) will demonstrate an Asian inspired wild BC salmon creation and provide samples of his featured recipe:  
**Wild BC Salmon with Yellow Coconut Curry**
- 1:00 pm:** **Neil Taylor** (Executive Chef of Cibo Trattoria, Vancouver, BC) will demonstrate a Mediterranean inspired wild BC sardine creation and provide samples of his featured recipe:  
**Wild BC Sardines with Tuscan Tomato and Bread Salad**
- 2:30 pm:** **Tojo** (Owner and Executive Chef of Tojo's Restaurant, Vancouver, BC) will feature a contemporary wild BC sablefish creation and provide samples of his featured recipe:  
**Tojo's Wild BC Sablefish with Soba Noodle Salad**

Other event activities will guarantee fabulous fun and feasting for all:

- Buy wild BC salmon, sablefish and sardines directly from the fishermen at the Steveston dock.
- Buy wild BC salmon, sablefish and sardines products from seafood vendors in the Market Area such as Seaside Marketing and Seven Seas.
- Hungry? Visit the competitive BBQ team, House of Q and enjoy their Wild BC Salmon with a Grilled Corn, Black Bean and Peach Salad for only \$5 and the Seaside Snack Shack for some Wild BC Sablefish Skewers (popular sablefish collars) and Outlandish Oysters (3 fresh shucked oysters) for only \$5 each.
- Visit the Market Area to tour through the booths featuring local growers and other food vendors.
- Receive a special reduced admission price to the Gulf of Georgia Cannery National Historic Site with every purchase during the event.
- Learn all about wild BC salmon, sablefish and sardines from members of the industry.
- Take home a copy of the free Wild BC Seafood Fest event booklet including the wild BC salmon, sablefish and sardine recipes as featured on stage.
- Listen to the live entertainment provided by Richmond's popular Darren Specht and the Blues-Hawks.
- Visit [www.WildBCSeafoodFest.com](http://www.WildBCSeafoodFest.com) for all current event information.

**Wild BC Seafood Fest** is presented by the Canadian Pacific Sardine Association, Wild Canadian Sablefish Association and BC Salmon Marketing Council and proudly sponsored by: the Gulf of Georgia Cannery National Historic Site, Parks Canada, Lions Gate Fisheries Ltd., Albion Fisheries and Rhino Print Solutions.

The Canadian Pacific Sardine Association, Wild 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.

**[www.WildBCSeafoodFest.com](http://www.WildBCSeafoodFest.com)**

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**For event information:**

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Insight Productions  
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**For information regarding wild BC sardines:**

Don Pepper, Executive Director  
Canadian Pacific Sardine Association, [www.bcsardines.com](http://www.bcsardines.com)  
Phone: 604.303.0141, E-mail [dapepper@shaw.ca](mailto:dapepper@shaw.ca)

**For information regarding wild BC salmon:**

Gigi Egan, Chair  
BC Salmon Marketing Council, [www.bcsalmon.ca](http://www.bcsalmon.ca)  
Phone: 250.642.3551, E-mail: [gigi@bcsalmon.ca](mailto:gigi@bcsalmon.ca)

**For information regarding wild BC sablefish:**

Mark Baggio, Marketing Director  
Canadian Sablefish Association, [www.canadiansablefish.com](http://www.canadiansablefish.com)  
Phone: 778.318.4047, E-mail: [mbaggio@canadiansablefish.com](mailto:mbaggio@canadiansablefish.com)