MEDIA ADVISORY
June 19, 2013

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CELEBRATE THE FRUITS OF OUR OCEAN CONTINUES
Promoting the Benefits and Delights of Local Day boat Seafood in Boston

(Boston, MA) June 19, 2013 - Celebrate the Fruits of our Ocean, a campaign promoting local seafood in the community continues at various farmers markets and community venues throughout the City of Boston. The campaign, developed by Boston Collaborative for Food and Fitness (BCFF) in partnership with the Northwest Atlantic Marine Alliance (NAMA), Health Care Without Harm’s Healthy Food in Health Care Program (HCWH) and Boston Children’s Hospital, will kick off the summer season on Wednesday, June 26, 2013 at the Boston Public Market at City Hall Plaza from 1:30pm -3:30pm. Fifteen farmers markets now offer fresh seafood from local day boat fishermen procured by vendors such as Red’s Best, and Cape Cod Fish Shares. The campaign is supported in part by Boston Children’s Hospital.

Cooking demonstrations from top local chefs will allow attendees to taste a variety of seafood dishes prepared, on the spot, right at the market. Educational crafts focused on sustainable fishing and fish will engage children and filet demonstrations by Red’s Best will be featured at the summer kickoff event. The first seafood event includes a “Seafood Throwdown” featuring Executive Chefs from three local hospitals including Akeisha Hayde of Beth Israel Deaconess Medical Center teaming up with her Sous Chef vs. Tim Casey of Beverly Hospital with David Gauvin from Addision Gillbert Hospital in Gloucester. A Seafood Throwdown is a unique cooking competition that highlights the importance of local seafood in restoring a healthy ocean ecosystem.

Both teams will be cooking up their best seafood dishes with mystery local seafood that is freshly caught and paired with local ingredients from the market. Red’s Best is donating the seafood. Tastings will be available for pre-registered participants. Peter Van Ness of gimmesound.com will emcee the event giving the play-by-play of all the action. Judges include Massachusetts Department of Agricultural Resources Commissioner Greg Watson, Chef Didi Emmons, a local fisherman, Leo LaRosa of Boston Medical Center and Glorie Vital, Steering Committee member of Boston Collaborative for Food and Fitness and a member of Mattapan Food and Fitness Coalition’s leadership team.

“Seafood has enormous benefits to overall health. It is a great source of protein and the omega 3 fatty acids in fish are protective against heart disease and stroke. Fish also contains Vitamins A and D, and since many children and adults in the north are deficient in Vitamin D, eating seafood provides another readily available way to boost our levels of this important vitamin,” said Shari Nethersole, M.D., Medical Director for Community Health Children's Hospital Boston.

This campaign is an educational platform to help the public understand what sustainable fishing means and why it is so important to our community and our ocean. Embracing the diversity of species caught by the local, day boat, independent fishing boats is even more important now as fishing for the traditionally popular species is curtailed even further. BCFF and its partners are striving to educate the community about the
health benefits of seafood, what sustainable seafood is really all about, the importance of supporting the community based fisheries, and how to prepare, store and utilize the entire fish in their recipes, while encouraging people to explore the vast diversity of seafood in the Atlantic Ocean.

**About the Partners**

**Boston Collaborative for Food and Fitness** is a city-wide partnership that is dedicated to improve community health through a comprehensive approach addressing issues related to equity in our food and fitness environments. It promotes healthy living by creating conditions for physical activity in our daily lives and addresses the disparity in accessibility to nutritious, local food. BCFF is made up of a diverse team of individuals that represent a variety of sectors including community groups, health care, government, public health, youth development. BCFF has partnered with The Northwest Atlantic Marine Alliance and Health Care Without Harm as they strive to improve the community health in similar ways. Through this collaboration, BCFF, NAMA and HCWH are raising awareness about the health benefits and the seasonality of seafood. The promotion of the responsible fishing practices will ensure the sustainability of New England seafood for generations to come. For information, visit [www.bostonfoodandfitness.org](http://www.bostonfoodandfitness.org).

**Northwest Atlantic Marine Alliance** headquartered in Gloucester, MA is a regional organization working with ecologically minded, community based fishermen on policy and market alternatives that protect the fish, fishermen, fishing communities, and our marine based foods. They have been making strides towards accessibility and affordability of fish for communities while ensuring small and medium scale, community based fishing operations are paid a fair price and are recognized for their role in protecting the marine environment. NAMA pioneered the Community Supported Fishery (CSF) movement that has revolutionized the relationship between fishermen and seafood eaters. NAMA educates communities about sustainable fishing, as well as develops programs that stops the corporate takeover of our ocean, improves fishery management policies and addresses non-fishing issues such as climate change, genetically engineered fish, and toxic pollution. For more information, visit [www.namanet.org](http://www.namanet.org).

**Health Care Without Harm** is an international coalition comprised of healthcare professionals, environmental health organizations, and community groups that value the idea that health care industry should promote the health of people and the environment and shall do no harm. Healthy Food in Health Care (HFHC) is a national initiative of HCWH developed in conjunction with its member organizations. HFHC works with hospitals across the country to help improve the sustainability of their food services. Founded in 2005, the program provides education, tools, resources, and support to health care facilities, making the connection between the health of patients, staff and community and the food they serve. For more information, visit [www.healthyfoodinhealthcare.org](http://www.healthyfoodinhealthcare.org).

For more information about the **Celebrate the Fruits of our Ocean** campaign, contact Boston Collaborative for Food and Fitness at 617-203-2073 or visit [www.bostonfoodandfitness.org](http://www.bostonfoodandfitness.org). For information about the Boston Public Market, visit [www.bostonpublicmarket.org](http://www.bostonpublicmarket.org). For more information about Red’s Best, visit [www.redsbest.com](http://www.redsbest.com).