



For Immediate Release

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ROCK THE BOAT TO CELEBRATE COMMUNITY BASED FISHERMEN

Benefit will Support the Broad Movement Working Toward Healthy Marine Ecosystems

Gloucester, MA, October 21, 2014 – Fishermen, local restaurants, chefs, and artists will join former New England Patriot defensive lineman Jarvis Green and hundreds of patrons for Rock the Boat, a fundraiser to celebrate the innovative approach of [Northwest Atlantic Marine Alliance](#) (NAMA) toward marine conservation. The event will be held on Friday, **November 7, 2014 from 6:30-9:30pm** at [Arts at the Armory](#) in Somerville, MA. The evening will highlight tastings from area restaurants using seafood caught by family fishermen, live music, chef demos, a fisheries and ocean-focused art exhibit, raffle, and a silent auction! Rocking the boat at the event will be folk rock singer-songwriter [Chelsea Berry](#), currently touring with Livingston Taylor, and the Bob Marley tribute reggae band, [Hope Road, whose lead singer is a commercial fisherman.](#)



A benefit for NAMA's
RevolOceanary Work.

Many locals know Jarvis Green as a two-time Super Bowl Champion with the New England Patriots, and some might know of his passion for cooking, but few may be aware of Jarvis' transition from football to sustainable seafood. As an entrepreneur he is co-owner of New Orleans ShrimpHouse, which offers wild caught Gulf of Mexico shrimp, caught using sustainable practices. Jarvis Green recently joined [ROCKs](#) – Reaching Out to Cook with Kids– as a Board member for the organization. The program brings together families, businesses, and culinary leaders to engage in dynamic educational experiences that benefit kids' wellness initiatives. "No more fishsticks!" says Jarvis when he talks with youth about what real seafood is about.

In addition to a fundraiser, Rock the Boat will celebrate and support the work of small and medium-scale community-based fishermen everywhere who are fighting to keep fisheries from privatization and corporate takeover and engage people in the movement to protect the health of our marine ecosystem.

"For close to 20 years, NAMA has been on a mission to better serve and protect the ocean and local fishing communities while ensuring a good, clean, just and fair seafood system for all," said Shannon Eldredge, commercial fisherman and NAMA's board president. "Rock the Boat is a celebration of our groundbreaking work that has included collaborative research, creating new business models such as Community Supported Fisheries, shifting the healthcare sector's seafood purchasing policies and advance alternative, community driven ocean and fisheries policies."

NAMA works with communities that depend on fishing to protect our marine environment, strengthen local leadership, and give voice to independent, community based fishermen. NAMA advocates for policies that advance social, economic, and environmental justice throughout the entire seafood value chain.

At Rock the Boat, attendees will have a chance to taste the bounty of the ocean, learn about sustainable fisheries, dance to the music and bid on an awesome lineup of auction prizes. During November, an ocean and fisheries focused art exhibit will be on display at the Arts at the Armory. These pieces, curated by fine art photographer and commercial fisherman, Shareen Davis, will feature work of artists who are current or past fishermen/women. Proceeds from the exhibit will also support NAMA's work.

Rock the Boat will feature food from [Johnny's Luncheonette](#), [Turners Seafood](#), [Spindrift](#), [Chef Joe Gatto of From Scratch TV](#), ROCKs with [New Orleans ShrimpHouse](#) and [Beth Israel Deaconess Medical Center](#). Sponsors include [Edible Boston](#), [MIT Sea Grant](#) in partnership with [Boston Collaborative for Food and Fitness](#), [Somerville Local First](#), and [Sustainable Business Network of Massachusetts](#). Rock the Boat tickets are \$40 general admission; \$20 children and includes food samples, a free non-alcoholic beverage or beer/wine. Cash bar will be available. Tickets may be purchased online at namarocktheboat.eventbrite.com. For a list of Rock the Boat art exhibit pieces, view here: <http://bit.ly/RTBExhibit>

About Jarvis Green and the ROCKs program. Jarvis Green graduated from LSU with a degree in Construction Engineering. He spent ten years as a professional athlete, including eight years with the New England Patriots, with whom he won two Super Bowl rings. [Reaching out to Cook with Kids \(ROCKs\)](#) is a celebration of the power and passion of food. Jarvis Green met the two co-founders of ROCKs, Paul O'Connor and Shawn Goldrick, while supporting their Boston Children's Hospital "Visiting Chef" series through Patient Support Services. Although Jarvis played professional football, and studied at Louisiana State University to be an engineer, this Southern native always had a passion for food, and for helping others. A brief contestant on "Master Chef: Season 2," he took his culinary skills and started a seafood business, which promotes domestic shrimp sustainability through the business partnerships he fostered during his nearly decade-long run in New England in the NFL. He also formed the Jarvis Green Foundation following his retirement, to help disadvantaged single working mothers. Part of his work there has been to revitalize and rebuild adjudicated properties in South Louisiana destroyed by Hurricane Katrina. Jarvis is also a member of the Board of IFBG (Innovative Food and Technology Group) in Louisiana. He currently works in business development for the Florida-based Acousti Engineering Company.

About the Northwest Atlantic Marine Alliance. NAMA's purpose is to restore and enhance an enduring marine ecosystem. We work with community-based fishermen on market and policy alternatives that protect and maintain marine biodiversity while ensuring healthy local fishing economies that feed healthy food systems. We advocate for policies and practices that will sustain our fisheries. NAMA is a fishermen-led organization that promotes fleet diversity and gives a voice to independent, community-based fishermen. NAMA advocates for policies and practices that will sustain our fisheries by focusing on programs and events facilitate direct connections between consumers and fishermen; work with fishery managers to make the case for supporting small and medium scale, community-based fishers through policy decisions; and, build coalitions with like-minded fishing communities, food and farming activists, and anyone interested in knowing where their food comes from.

Media Interviews: Jarvis Green, a commercial fisherman and a youth representative from the ROCKs program will be available for in-person media interviews between November 1-8, 2014. Media photos can be found [here](#).

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