

Fish come full circle as fishmonger raises Red Spring Salmon

For Immediate Release: February 24, 2011

Langley, BC: There is no better example of life coming full circle than a fishmonger raising fish; Red Spring (Chinook) Salmon to be exact. 1 Fish 2 Fish Fresh Seafood Market owner Heather Jenkins thought there was no better way to give back and help educate her customers than an exercise in Show and Tell. Now in its second year, the 1 Fish 2 Fish Adopt-a-Fish campaign supports the Nicomekl Enhancement Society by raising Red Spring (Chinook) Salmon from eggs in a specialized tank inside the fish market.

Similar to the programs run within various school districts across the lower mainland, 1 Fish 2 Fish Fresh Seafood Market are raising approximately 80 salmon. The goals of the Adopt-a-Fish campaign include public education and raising vital funds in support of the Nicomekl Enhancement Society, one of 21 community hatcheries located throughout British Columbia.

The Nicomekl Enhancement Society and its volunteers have been working to protect the river and its stock since 1989. "It starts at the most basic level in any community," notes Guy Martin, President of the Nicomekl Enhancement Society. "The health of our fish stocks depends on the health of the waterways that they live in. We currently work with the Department of Fisheries and Oceans and the local school district providing classrooms with salmon eggs through the Stream to Sea Program. We are thrilled to have a member of the local business community step forward to participate and raise funds to support the Society."

Similar to the Classroom Incubation Program, 1 Fish 2 Fish purchased a tank that is dedicated to the development of the salmonid eggs until they can be released back into the Nicomekl in late April. "I founded my business 13 years ago on the principal of providing my customers the best possible fish and seafood available," states Jenkins. "Creating an environment where our customers are able to learn more about how their dinner makes it into the fish market is important to me and my staff."

In 2010 the 1 Fish 2 Fish Adopt-a-Fish Campaign raised over \$1,800 with the support of the Langley based community group, You've Gotta Have Friends. Jenkins and the team at You've Gotta Have Friends hope to double the money raised this year setting a goal of \$5,000. A portion of the funds raised will help support the operational costs of the Society which includes basic items such as monthly hydro costs. 1 Fish 2 Fish invites the public to stop by and Adopt-a-Fish with a donation. The staff at the market will be sharing the development of the salmon through their Facebook and Twitter sites.

Since 1989 the Nicomekl Enhancement Society has raised and released over 4.5 million fry and smolts salmon into the Nicomekl River and its tributaries within the Langleys and the City of Surrey. For more information about the Society and the Salmon release this April, visit www.nicomeklhatchery.com.

1 Fish 2 Fish Fresh Seafood Market has been providing chemical free and sustainable seafood choices for the local community for over 13 years with a selection among the best in the lower mainland. Proud partners of the Ocean Wise™ program, they are open 7 days a week. www.1fish2fish.ca

-30-

Media Contact:

Kristine Carrick

Urban Life Media

Mobile: (604) 831.2598 Email: kristine@urbanlifemedia.ca