

Adopt-A-Fish

For Immediate Release, May 27, 2010

Langley, BC: It seemed a likely choice for 1 Fish 2 Fish owner Heather Jenkins. Heather has long since been a supporter of sustainable fishing practices and since opening the doors of her seafood market has quietly pursued eco-friendly options for her customers. This past spring Heather approached the Nicomekl Enhancement Society with the idea of raising much needed funds and salmon fry in the market to help support the Society's work in the community. "The volunteers have little funding and are committed to protecting and enhancing the salmon and trout stocks that run through the watershed," notes Jenkins.

The Nicomekl Enhancement Society is an organization made up over 60 volunteers who operate a full scale salmon hatchery. Volunteers at the Society are dedicated to the preservation and restoration of the Nicomekl River Watershed. The Society has been fortunate to have private donors and sponsors over the years and without them their work would not be possible.

Through school based programs, students and teachers are raising salmon fry in the classroom and then releasing them at the Society's open house in late April. 1 Fish 2 Fish was the first business in the lower mainland to approach the Nicomekl Enhancement Society asking to do the same, but instead of a classroom, a fresh seafood market. They brought in 75 salmon fry for their customers to 'adopt' and released them at the Society's open house on April 24th. "We couldn't be more thrilled with our customer's response to our Adopt-A-Fish campaign," says Jenkins. "We are proud to say that \$1,805 was raised for the Society. We couldn't have done it without our customers – Thank You!"

The team at 1 Fish 2 Fish are continuing to collect donations for the Nicomekl Enhancement Society and look forward to making the Adopt-A-Fish event an annual campaign. To learn more about the Nicomekl Enhancement Society www.nicomeklhatchery.com

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