

Society for the Positive Awareness of Aquaculture

NEWS RELEASE

Campbell River hosts its 1st Aquaculture Awareness Day

For immediate release:

Campbell River, April 28, 2003 – The Society for the Positive Awareness of Aquaculture (SPAA) is hosting the 1st Annual Aquaculture Awareness Days in Campbell River, BC at the Foreshore Park from 1 pm – 4 pm May 10th.

This event is planned to provide the general public with an opportunity to taste "Fresh BC Farmed Salmon", and to gain information about the product and the industry.

"There is a large amount of **misinformation** being spread about the aquaculture industry, largely from some environmental organizations who say they're promoting a **conservation economy in the coastal temperate rain forests of North America**" **SPAA President Laurie Jensen** said. "But aquaculture is a natural part of a conservation economy because the availability of farmed salmon takes the pressure off diminishing wild."

"Practiced right, this is an environmentally sustainable industry that supplies products that are healthy and nutritious. We encourage the general public to come see another side of the story and have a taste of Fresh BC farmed salmon, both Atlantic and Chinook, and Fresh BC Oysters", Jensen said.

The Mayors from Campbell River, Gold River, Port McNeill, and Port Hardy will join in the festivities with a competition cook-off, while Chef Fred Rose and his crew will provide Salmon and Oyster tastes for the public.

There will be an equipment display adjacent to Banners, a Bounce-a-rama for the kids, refreshment stand hosted by the Women's Hockey Team, a presentation tent hosting lectures on Food Health and Safety, Environmental Practices, and Fish Health and more. You might even catch a working boat show.

"I encourage everyone to come and visit us at the Foreshore Park in Campbell River and learn about safe and healthy **farmed raised aquaculture products.** **It's about time you had another side of the story**", Jensen said.

For more information, please contact:

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