



FOR IMMEDIATE RELEASE

Contact: Kathleen Goldstein, 202.841.0295

Salmon Salad Sandwiches - The New *Power Lunch* for Children
KidSafe Seafood and Henry & Lisa's Launch Back-To-School Initiative

(August 27, 2007 – Silver Spring, MD) KidSafe Seafood, a SeaWeb program, and Henry & Lisa's Natural Seafood today launched an initiative to promote canned wild salmon as the new “power lunch” for children, and a great source of brain food for the lunchbox.

“As back-to-school time approaches, parents are looking for new, healthy food to put in their kids’ lunchboxes,” said SeaWeb Managing Director Hollis Hope. “Canned wild salmon makes a great alternative to the same old tuna fish sandwich, and it is packed with Omega 3’s. It is also low in contaminants like mercury.”

The initiative includes an online campaign and more than 200 nationwide, in-store tastings over the months of late August, September and October, including Whole Foods and Wild Oats. Parents can also get at the in-store tastings kid-friendly recipes, seafood tips and information about canned wild salmon.

“Henry and Lisa’s Wild Alaskan Pink Salmon are caught in the pure waters of Prince William Sound by local family fishers,” said Henry & Lisa’s President/Founder Henry Lovejoy. “Henry & Lisa’s seafood is independently tested for contaminants and offers the highest quality products. Our pink salmon is a great choice for the whole family, safe for all ages to eat, full of Omega 3’s and protein.”

The back-to-school initiative is part of the KidSafe Seafood campaign, which is a collaborative effort of chefs, pediatricians and sustainable seafood experts to help parents serve more nutritious seafood to their children. The campaign features a Best Choices list, information about how to avoid mercury and other pollutants that can be found in fish and guidance for making ocean-friendly seafood choices. KidSafe Seafood Best Choices are wild Alaskan salmon, fresh tilapia, farmed Blue mussels, Northern U.S. and Canadian shrimp, U.S. farmed crayfish and farmed bay scallops.

With rates of childhood obesity, diabetes and other serious children’s health issues skyrocketing, it is more important than ever that we pay attention to our kids’ diet and nutrition. Seafood is a great way to add more nutrition to your children’s diets. Especially seafood high in Omega 3’s and low in contaminants. It is a great source of lean protein and low in saturated fats.

But seafood can be a challenge for parents. Many busy parents think seafood is too complicated to cook at home or to get finicky eaters to eat. And, some seafood is healthier than others for children. KidSafe Seafood takes the guesswork out of choosing and preparing seafood for kids at home.

Pregnant women receive clear information about what and how much fish to eat, but most parents are unsure of how to translate these guidelines to feeding their children, whose small bodies and rapidly developing brains also need protection. KidSafe Seafood provides those guidelines and identifies the fish that are good for our kids to eat.

(More)

To learn more about KidSafe Seafood and download recipes visit www.kidsafeseafood.org.

To learn more about Henry & Lisa's Natural Seafood visit www.ecofish.com.

In-store demos include the following retailers: Whole Foods, Sprouts, New Seasons, Mother's Market, Ukrops, Earth Fare, Big Y, My Organic Market and Wild Oats. Location and dates available upon request.

Recipes and graphics available upon request.

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KidSafe Seafood is a program of SeaWeb, an independent communications-based nonprofit organization focused on advancing ocean conservation and ensuring a healthy seafood supply for the future.

Henry & Lisa's Natural Seafood offers consumers an easy solution to a fragile problem by taking the guesswork out of enjoying the nutritious bounty that our oceans have to offer. With a deep-rooted passion for seafood and for preserving the environment, Henry and Lisa Lovejoy help consumers nurture their health and the environment with their Henry & Lisa's Natural Seafood brand. In 1999, the Lovejoys founded Henry & Lisa's Natural Seafood's parent company, EcoFish, Inc., the first to market only all natural sustainable seafood species, and have pioneered the category ever since.