



## Media Alert/Photo Opportunity

### **SOUTHERN CALIFORNIA'S LARGEST AQUARIUM AND SEAFOOD RESTAURANT CHAIN TO DEBUT NATIONAL PROGRAM TO ENSURE THE FUTURE OF SEAFOOD**

***Take a sneak peek at an innovative new program that tackles complex issues and involves seafood consumers, retailers, and suppliers***

**WHAT:** The media are invited to join the Aquarium of the Pacific, King's Seafood Company, and Santa Monica Seafood to take a sneak peek at an innovative new approach to ensure a sustainable supply of healthful seafood while protecting the environment and adding community benefits. The Sustainable Seafood Forum is led by a board of experts from throughout the nation to help those who catch, sell, and buy seafood ensure it is around for future generations.

Fisheries managers have declared that two-thirds of the ocean's fish stocks are fished at or above sustainable levels, and controversy surrounds aquaculture and its environmental effects. Yet, a recent report by our federal government states that people should eat seafood twice a week, more than doubling current rates. Conservationists are concerned that many fish species may become extinct. Commercial fishers, restaurateurs, and other stakeholders depend on the seafood industry, and consumers want to continue to enjoy the benefits of eating seafood. There is finally a program that tackles all of these issues and works with scientists, suppliers, and retailers to make it easier for consumers to decide on seafood choices that consider the environment and human health and welfare. This national program is called the Sustainable Seafood Forum and is a collaboration of Southern California's largest aquarium, its largest So. Cal.-based seafood restaurant chain, and one of its largest seafood suppliers.

**WHEN:** Press Event--Thursday, March 9, 2006 from 11 a.m.-noon

**WHERE:** Aquarium of the Pacific, 100 Aquarium Way, Long Beach, CA 90802

#### **VISUALS/**

- ACTIVITIES:**
- Press conference debuting the new program
  - Announcement of major restaurant chain in the mid west joining the effort
  - Announcement future plans on the east coast
  - Gourmet sustainable seafood cooking demos and tastings by King's Seafood
  - Visit aquarium exhibits with fish
  - Interview opportunities with key experts

**WHO:** Sam King, President, King's Seafood Company; Jerry Schubel, President & CEO, Aquarium of the Pacific; and Michael Cigliano, Executive V.P., Santa Monica Seafood

#### **MEDIA**

**RSVP:** Marilyn Padilla, Aquarium of the Pacific, 562-951-1684, [mpadilla@lbaop.org](mailto:mpadilla@lbaop.org)  
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**KING'S:** Founded by cousins Jeff and Sam King, King's Seafood Company, Inc. has created numerous successful Southern California restaurants, including the King's Fish House/King Crab Lounge seafood restaurants. Having turned its focus to seafood two decades ago, King's Seafood Company continues to establish seafood-inspired restaurants committed to providing guests with products of superior quality and freshness. King's Seafood Company has evolved through more than 60 years of family restaurant business experience. In 1945, Lou and Mickey King began to build the King's Restaurant chain throughout Southern California. After the family sold their chain of six restaurants in 1982, Jeff and Sam decided to combine their knowledge and form King's Seafood Company. Along the way, they discovered its obsession to serve healthy, flavorful, and attractive fish dishes, and developed restaurant concepts that could further fuel their creative flair and love of seafood. The casual, classic "American neighborhood" atmosphere of the King's Fish House establishments and fun and funky energy of their adjacent King Crab Lounges provide Guests with an unforgettable seafood dining experience. With nine locations in Southern California area and Henderson, Nevada, King's Fish House/King Crab Lounge operations continue to solidify its reputation as a friendly neighborhood eatery. King's has expanded two more location in the Inland Empire including, Rancho Cucamonga and our newest location in Corona, Calif. King's Seafood Company also specializes in unique signature restaurants, such as the critically acclaimed 555 East Steakhouse in Long Beach, Ocean Avenue Seafood and i.Cugini in Santa Monica, the Water Grill in Downtown Los Angeles (hailed as the best seafood in Southern California by the *Zagat Guide*) and San Diego's award-winning Lou & Mickey's. "Delivering great seafood to America," King's Seafood Company Inc. is located at 3185-H Airway Avenue, Costa Mesa, CA, 92626. Tel. (714) 432-0400 Fax (714) 432-0111.

### **SANTA MONICA SEAFOOD:**

For over 60 years, Santa Monica Seafood Co. has been one of Southern California's premier seafood distributors. Wherever you are in the Southland, Santa Monica Seafood's centralized facility in Rancho Dominguez can deliver the morning's catch for dinner that night. For decades Santa Monica Seafood has been delivering fresh fish and seafood to hundreds of Southern California restaurants and hotels in various cities, including in Los Angeles, Orange, and San Diego counties. The company also features two stores in the region, one in Santa Monica and another in Costa Mesa. Santa Monica Seafood is owned by the Cigliano family, which traces its roots in California to the end of the 19th century. Santa Monica Seafood is a true family business and takes a long-term view on the success of the company, both in terms of business relationships as well as relationships with the natural resources of the oceans and seas that supply product. Santa Monica Seafood is committed to the longevity of the company with a keen eye on progressive management. Santa Monica Seafood has one of the best management teams of any food distributor and a company culture rooted in supplying the best product to every customer. Food safety and technological innovation are key priorities and allow Santa Monica Seafood to continually improve its business practices. Santa Monica Seafood Co. is located at 18531 Broadwick St., Rancho Dominguez, CA 90220. Tel. (310) 886-7900 Fax 1-800-500-9549

**AQUARIUM:** The Aquarium of the Pacific, a nonprofit institution, celebrates our planet's largest and most diverse body of water: the Pacific Ocean. Home to more than 12,500 animals, the Aquarium explores the waters of Southern California and Baja and the Northern and Tropical Pacific. The Aquarium features: hands-on discovery labs staffed by knowledgeable volunteers; the Lorikeet Forest aviary; its interactive Shark Lagoon; the 2005 MUSE Award-winning kiosk exhibit *Whales: Voices in the Sea*; and the multimedia presentation, *Whales: A Journey with Giants*. The Aquarium was rated #2 Los Angeles area Family Destination in the *2004 Zagat U.S. Family Travel Guide*. The Aquarium is open daily from 9 a.m.-6 p.m. except Dec. 25 and during the weekend of the Long Beach Grand Prix April 7-9, 2006. A world of discovery awaits people of all ages, backgrounds, and interests.

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