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Press Release  
For Immediate Release  
Date: Thursday, June 23, 2011

## TORONTO'S TOP CULINARY TALENT GET "FISHY" FOR CONSERVATION AND SUSTAINABLE SEAFOOD!

**Thursday, June 23, 2011 Toronto, Ontario:** The rain held off for a wonderful evening on Wednesday, June 22 and over 600 guests savoured delicious sustainable seafood tastings, local cheeses, veggies and fruits, Ontario wine and beer pairings at Toronto Zoo's Seafood for Thought™ Event presented by Loblaw Companies Limited. As a partner of Monterey Bay Aquarium's Seafood Watch program, this exclusive and elegant evening helps guests to make informed menu choices about seafood and raises important funds for Zoo conservation projects that protect wildlife and wild spaces.

The Toronto Zoo was excited to have worked alongside presenting sponsor Loblaw Companies Limited. Loblaw made a commitment that all seafood sold in their stores nationally will come from sustainable sources by year-end 2013. As the largest buyer and seller of seafood in Canada, this undertaking is significant – as it includes all canned, frozen, fresh, wild and farmed seafood products, in all categories, all bands and even products where seafood is a secondary ingredient. Loblaw Companies Limited generously donated the Marine Stewardship Council (MSC) certified sustainable seafood prepared by chefs for Seafood for Thought™, which is available in its stores.

Guests enjoyed mouth-watering tastings prepared by Toronto's top culinary talent who support cooking with sustainable seafood choices at their restaurants. Featured chefs who generously donated their time included Ted Corrado (c5 Restaurant Lounge), Michael Wilson (Crush Wine Bar), Suman Sandillya (Foodwares Market), Kevin McKenna (Globe Bistro), Andrea Nicholson (Great Cooks on Eight), Albert Ponzo (Le Select Bistro), Len Little (Lucy's Seafood Kitchen), Jason Bangerter (O&B Canteen and Luma), Derek Bendig (Pangaea), Tom Filippou (President's Choice® Cooking School), Michael Steh (reds bistro & wine bar), Lora Kirk (Ruby Watchco), Victor Barry (Splendido), Patrick McMurray (Starfish Oyster Bed & Grill), Morgan Wilson (Trios Bistro), Alida Solomon (Tutti Matti), Giacomo Pasquini (Vertical Restaurant). In addition, some of Ontario's foremost wineries and breweries including Archibald's Estate Winery, Casa-Dea Estates Winery, Chateau des Charmes Winery, Reif Estate Winery, Steam Whistle Brewing and Molson Coors Brewing Company provided the vintages to compliment the delicious and delicate fare. Generous donations were made by Cheese Boutique, Coca-Cola, Compass Group Canada and Van Houtte Coffee Services.

Ocean fish are wildlife – the last creatures that we hunt on a large scale, and while the sheer size of the oceans is awesome, there are many signs that we have found their limits. The Zoo's goal is to raise awareness about the importance of buying seafood from sustainable sources to ensure a future with abundant ocean wildlife. Nearly 75% of the world's fisheries are either fully fished or over fished. Choosing sustainable seafood is a simple and effective action that you can take every time you eat at a restaurant or purchase seafood from the grocery store. Seafood Watch (a program of the Monterey Bay Aquarium) and Ocean Wise are programs supported by the Toronto Zoo that educate how, through better practices, we can create healthy, abundant oceans for everyone! Visit [torontozoo.com](http://torontozoo.com) to download your own Seafood Watch sustainable seafood guide outlining 'best, good and avoid' options. You may also contact [seafoodwatch.com](http://seafoodwatch.com), [oceanwise.com](http://oceanwise.com) or [oceansfortomorrow.ca](http://oceansfortomorrow.ca) to learn more about sustainable seafood.

**FOR MORE INFORMATION CONTACT:  
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The Toronto Zoo is a member of CAZA (Canadian Association of Zoos and Aquariums) and AZA (Association of Zoos and Aquariums). The AZA works to ensure a professional level of zoo operations with high standards of excellence. The AZA outlines the primary objectives for zoos and aquariums including conservation, research and education. Events are subject to change without notice. The Zoo is located at Meadowvale Road and Hwy. 401, Exit 389 east and west bound. For general information, call (416) 392-5929. The Toronto Zoo is open year round (except December 25<sup>th</sup>).

[torontozoo.com](http://torontozoo.com)

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