

For Immediate Release
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ATTN: NEWS/LIFESTYLE/ENVIRONMENT EDITORS

THINK SALMON LAUNCH EMPOWERS THE PUBLIC TO PLAY THEIR PART IN HELPING SAVE PACIFIC SALMON

THREE SIMPLE STEPS: THINK, LEARN & ACT

Vancouver, BC – Environment Minister Barry Penner, along with other government, business and NGO VIPs were on hand today to show their support for “Think Salmon”, the public awareness campaign of the Fraser Salmon and Watersheds Program (FSWP), a jointly managed initiative of the Pacific Salmon Foundation and Fraser Basin Council. This campaign has been created to engage and inspire the public to make the necessary changes in their behaviour to make a positive difference in salmon and watershed sustainability.

“Think Salmon provides information and programs for individuals, schools and teachers, companies and community groups that will assist them in “thinking salmon” and making a difference today for a better tomorrow,” comments David Marshall, Executive Director of the Fraser Basin Council. “Public understanding and involvement, as well as the collaboration of all interests, is so important to ensuring the survival of salmon for many generations to come,”

“Most British Columbians don’t realize how closely linked their day-to-day actions are to the well-being of salmon and the watersheds they depend on,” says Dr. Paul Kariya, Executive Director, Pacific Salmon Foundation. “Once people “Think Salmon”, they are then more likely to become further engaged and Think Salmon provides them with a number of initiatives to undertake to reduce their individual impact on salmon and inspire them to be proactive in their communities in regard to the issues facing salmon.”

ThinkSalmon.com is home base for Think Salmon, offering website visitors an abundance of information, resources, stories, art and more, to support their positive behaviour change for the benefit of salmon. This comprehensive website follows three simple steps: Think, Learn & Act to empower themselves. It offers a collection of topics so visitors can learn more about Pacific salmon and a broad array of opportunities to act on. ThinkSalmon.com provides information about projects that have been funded thus far to help protect and restore water and habitat for salmon and to support responsive and effective fisheries management. The FSWP has funded over 35 projects to date.

The Fraser Salmon and Watersheds Program (FSWP) is jointly managed by the Pacific Salmon Foundation (PSF) and the Fraser Basin Council (FBC). It is a multi-year initiative that aims to conserve and restore the diversity and abundance of salmonids within the Fraser Basin. FSWP was initiated in 2006, with a contribution of \$10 million over four years from the provincial Living Rivers Trust Fund and further commitments of \$10 million (\$5M cash and \$5M in-kind, over five years) from Fisheries and Oceans Canada and \$5 million in support to PSF from the Pacific Salmon Endowment Fund Society. Inaugural corporate sponsors, Rocky Mountaineer Vacations, have provided \$400,000 over eight years in support of the FSWP and the Vancouver Port Authority is supporting Think Salmon education and awareness initiatives for \$250,000 over the next 5 years.

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