

## FOR IMMEDIATE RELEASE

### Nominations for Seafood Champion Awards Open

**Brussels, Belgium (6 May 2014)**—[SeaWeb](#) today announced the opening of nominations for the 2015 [Seafood Champion Awards](#). The announcement was made to more than 25,000 seafood professionals gathered in Brussels, Belgium, for the 22<sup>nd</sup> edition of Seafood Expo Global, the world's largest seafood trade event, produced by [Diversified Communications](#).

Finalists will be announced on 2 September 2014 during Seafood Expo Asia in Hong Kong. The 2015 Seafood Champion Awards will be presented at the [11<sup>th</sup> SeaWeb Seafood Summit](#) held 9-11 February 2015 at the Hyatt Regency in New Orleans, Louisiana, USA. The SeaWeb Seafood Summit is jointly produced by SeaWeb and Diversified Communications.

Any individual is encouraged to submit nominations on behalf of individuals or entities from across the seafood industry, which represents the full diversity of the international sustainable seafood movement, including but not limited to: fishing, aquaculture, seafood supply and distribution, retail, restaurant and foodservice sectors as well as other stakeholders, such as conservation and social organizations, academia and the media.

An award will be presented for each of the following categories: leadership, innovation, vision, and advocacy.

A Seafood Champion Award for Leadership will recognize an individual or entity that displays leadership by organizing and convening seafood stakeholders in an effort to impact and improve the sustainability of seafood or ocean health.

An individual or entity will be presented with the Seafood Champion Award for the Innovation category, which identifies and applies new solutions that meet or exceed the highest standards or requirements, address ecological challenges, existing market needs, or barriers to sustainability

The Seafood Champion Award for Vision will go to an individual or entity that provides a clear, distinctive, and specific vision of the future that significantly advances the sustainable seafood community and may be related to technology, policy, products, markets or conservation tools.

A Seafood Champion Award for Advocacy will be given to an entity or individual who positively promotes sustainability and uses the media to raise the profile of sustainable seafood, effectively

works to strengthen public-policy and resource allocation decisions, or influences public discourse and engages key stakeholders by publicly championing advances in sustainable seafood.

In order to be considered for the Seafood Champion Awards, all nominations need to be received no later than 1 July 2014.

The team of judges will consist of a mix of scientists, non-governmental organization representatives, foundation representatives and industry representatives who will independently cast their vote for each nomination through qualitative assessment and a quantitatively weighted survey.

For more information about the Seafood Champion Awards, or to review guidelines and submit a nomination, visit [www.seafoodchampions.org](http://www.seafoodchampions.org).

#### **About the Seafood Champion Awards**

First presented in 2006, the Seafood Champion Awards annually recognize individuals and companies for outstanding leadership in promoting environmentally responsible seafood. SeaWeb established the award to honor those in the seafood industry whose past and/or present contributions demonstrate a commitment to innovation that leads to change. The Seafood Champion Awards are held annually during the SeaWeb Seafood Summit, jointly produced by SeaWeb and Diversified Communications. [www.seafoodchampions.org](http://www.seafoodchampions.org)

#### **About SeaWeb**

SeaWeb transforms knowledge into action by shining a spotlight on workable, science-based solutions to the most serious threats facing the ocean, such as climate change, pollution and depletion of marine life. To accomplish this important goal, SeaWeb convenes forums where economic, policy, social and environmental interests converge to improve ocean health and sustainability. SeaWeb works collaboratively with targeted sectors to encourage market solutions, policies and behaviors that result in a healthy, thriving ocean. By using the science of communications to inform and empower diverse ocean voices and conservation champions, SeaWeb is creating a culture of ocean conservation. [www.seaweb.org](http://www.seaweb.org)

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