

SEATTLE, WA, October 05, 2013 **/24-7PressRelease/** -- It's all about families cooking, eating and learning about healthy, safe and sustainable seafood.

Celebrate the journey from sea to market to table of our nation's seafood by learning how to eat healthy with Seafood 101. Seafood 101 is a unique partnership between government, businesses and maritime organizations that offers the Puget Sound region an exciting series of activities to showcase the value of seafood to our health, environment and economy.

"The vision for Seafood 101 is to not only help educate kids and their families about eating healthy with seafood, but also to show how NOAA Fisheries, industry and community leaders work together to maintain a safe, sustainable and viable fishing industry." said Rebecca Reuter MS, Fisheries Scientist/Communications Specialist at Seattle's NOAA Alaska Fisheries Science Center and Seafood 101 co-organizer. "Seafood 101 hopes to achieve this through a school curriculum program, free cooking demonstrations, tours of our port and fishing vessels plus other activities throughout Puget Sound."

Seafood 101 will also celebrate the Centennial of the Port of Seattle's Fishermen's Terminal and its events are timed during National Seafood Month in October, continuing through Pacific Marine Expo, which will be held November 20-22 at the Century Link Field Events Center. The Expo is the largest commercial marine trade show on the West Coast.

Key Seafood 101 Programs

- A special 12-page Seafood 101 supplement will be published in the Seattle Times on October 6. The supplement will feature a cargo hold full of stories about the value of seafood and the industry. The supplement will also be distributed to classrooms throughout the Puget Sound region as a part of The Seattle Times-Newspapers in Education (NIE) program, which currently serves over 44,000 students and nearly 1,000 educators in Washington state.

- Free cooking demonstrations, a special broadcast of KIRO's Seattle Kitchen Show with Chefs Tom Douglas & Thierry Rautureau, walking tours of Fishermen's Terminal and other Port of Seattle facilities and lots of other cool events will be held through November 2013. Highlights include:

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Saturday, October 5, 11 a.m. - Noon Seafood Cooking with Marja Murray, Cooking Coach@ Whole Foods Lynnwood Store 2800 SW 196th St. SW

Saturday, October 5, 4-5 p.m. Cooking demonstration with Chef Hayden Smissen@ Whole Foods South Lake Union Store 2210 Westlake Ave

Saturday, October 12, 11 a.m. - Noon Demonstration with Steven Vincent@ Whole Foods Bellevue Store 888 116th Ave NE

Saturday, October 19, 11 a.m. - Noon Demonstration with Steven Vincent@ Whole Foods Bellevue Store 888 116th Ave NE

Saturday, October 26, 10 a.m. - 1 p.m. Seattle Kitchen recording and cooking demonstration with Chefs Tom Douglas & Thierry Rautureau@ Whole Foods Roosevelt Square 1026 NE 64th Street

Wednesday, November 6 Port of Seattle Terminal 91 Tour

Saturday, November 16 Port of Seattle Fishermen's Terminal Walking Tour

November 20-22 Pacific Marine Expo CenturyLink Field Event Center All events subject to change.

- A Seafood 101 website has been developed which features Recipes and Cooking Tips, Information on Healthy, Safe & Sustainable Seafood and an In the News section. Details can be found at www.PacificNorthwestSeafood101.com.

"We hope Seafood 101 serves as a model program for other regions to use, to help spread the

word that U.S. seafood is healthy, safe and sustainable." adds Reuter.

This is the first year for Seafood 101 and sponsors anticipate the initiative will be an annual event.

Seafood 101 Presenting Sponsors are the National Oceanic and Atmospheric Administration (NOAA), Seattle Times Newspapers in Education, Northwest Fisheries Association, Whole Foods, National Fisherman Magazine and KIRO Radio 97.3FM. Industry Sponsors include the Alaska Seafood Cooperative, Alaska Seafood Marketing Institute, Freezer Longline Coalition, Port of Seattle and Trident Seafoods. Supporting Sponsors include the At-sea Processors Association, American Seafoods Group and Ocean Beauty Seafoods.

Seafood 101 Friends include Alaska Fisheries Development Foundation, King County Maritime, North Seattle Industrial Association, Pacific Marine Expo, Seafood Nutrition Partnership, Seattle Propeller Club, University of Washington Center for Ecogenetics and Environmental Health, Washington Sea Grant, and Washington State Department of Health.

About Seafood 101 Seafood 101 is a unique partnership between government, businesses and maritime organizations, to offer the Puget Sound region an exciting series of activities to showcase the value of seafood to our health, environment and economy.

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For further information, visit www.PacificNorthwestSeafood101.com.