

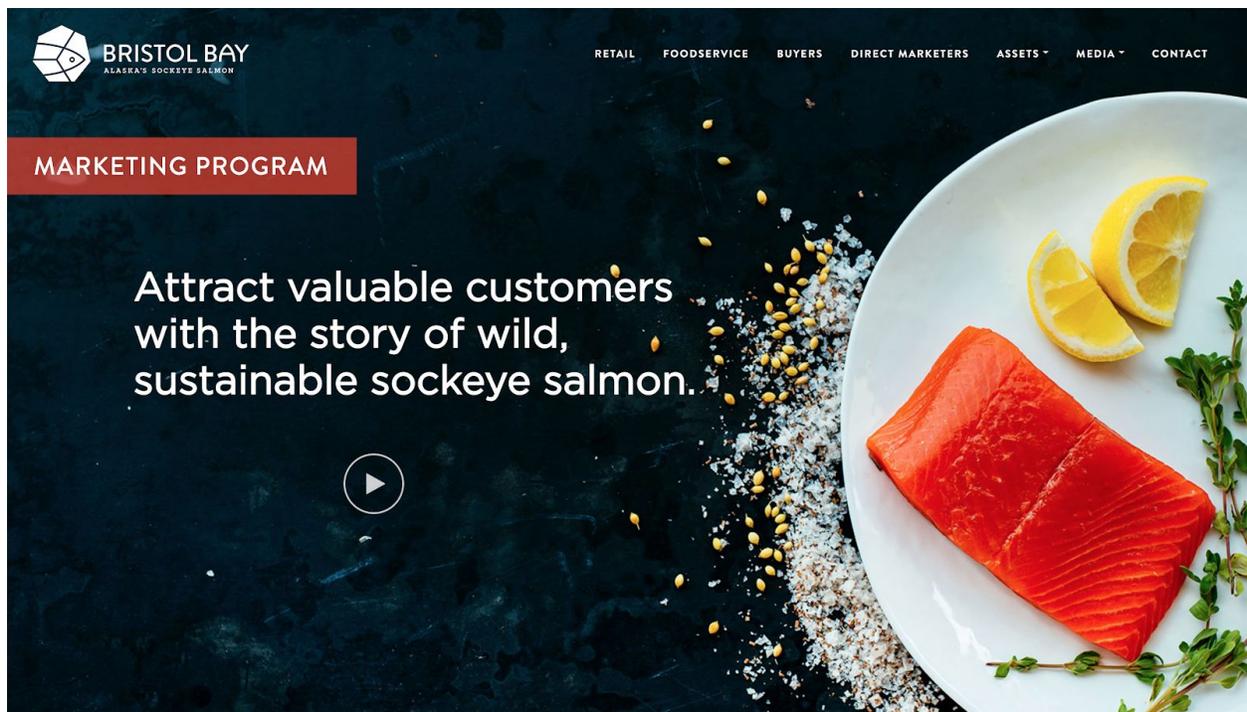
[FOR IMMEDIATE RELEASE]

Press Contact:
Matt Aboussie
Rising Tide Communications
matt@risingtidealaska.com

Bristol Bay Sockeye Salmon Launches New Marketing Program Website

The new website showcases the brand's promotional program, assets, and more, available to partners nationwide.

BRISTOL BAY, Alaska (May 19, 2020) – Bristol Bay Sockeye Salmon, the brand behind the world's largest source of sustainable wild sockeye salmon, has announced the launch of a new website showcasing the brand's innovative and successful marketing program. The site, marketing.bristolbaysockeye.org, features assets for retailer partners, foodservice providers, seafood buyers, distributors, direct marketers, and more.



[Bristol Bay Sockeye Salmon's new marketing program website hosts promotional materials, information, news, and more at marketing.bristolbaysockeye.org.]

“Our marketing program continues to grow beyond domestic retail,” said Lilani Dunn, marketing director of the Bristol Bay Regional Seafood Development Association. “We are constantly updating and adding new resources, and this site helps us make it as easy as possible for new partners across all sectors to get on board.”

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The new website offers links about available marketing promotion support such as point of sale materials, news, product training videos, high resolution photography, cooking techniques, and program and fishery updates.

Since launching the brand through retail promotions in 2017, Bristol Bay Sockeye Salmon has been featured in over 3,000 retail promotions across the U.S., resulting in an average sales lift of 34% over non-branded promotions. The marketing program continues to have a strong presence at retail, and is now expanding to include foodservice and global promotion opportunities.

Interested partners who wish to learn more about the Bristol Bay Sockeye Salmon marketing program can sign up for the marketing newsletter at marketing.bristolbaysockeye.org.

About BBRSDA: The Bristol Bay Regional Seafood Development Association is a fishermen-funded group with a mission to increase the value of the Bristol Bay fishery through education, quality outreach, and marketing. Learn more at bbrsda.com.

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