



BRISTOL BAY

Regional Seafood Development Association

Bristol Bay Salmon Week Returns to Seattle this November 6th - 12th

(Released by BBRSDA 9/6/2023)

After a successful inaugural season, Bristol Bay Salmon Week returns to Seattle this fall. The annual event will showcase wild Bristol Bay sockeye salmon from November 6-12 at participating restaurants and fish markets around the greater Seattle Metro area.

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Bristol Bay Salmon Week Seattle is organized by Bristol Bay Regional Seafood Development Association on behalf of the 8,000 hardworking fishermen of Bristol Bay, Alaska. It is a celebration of over 130 years of the great wild salmon fishery and the community that makes it happen. The event is held the week of Pacific Marine Expo when Seattle becomes a meeting hub for fishermen, mariners and the PNW fishing industry.

The participating businesses are asked to buy and serve Bristol Bay sockeye salmon the week of November 6th, 2023 and share Bristol Bay's story with their clientele. Doing so makes an investment in Bristol Bay's fishery, supports thousands of fishing families, and shows customers and our nation's decision makers that this seafood source is valued and needs to be protected.

Bristol Bay Salmon Week is a “great opportunity to get delicious wild sockeye on menus and plates while telling the unique story of the connection between the Bristol Bay region and fishing,” BBRSDA Marketing Director Lilani Dunn said. In 2022, more than 30 restaurants and fish markets sourced frozen Bristol Bay sockeye salmon and helped spread the story of this sustainability and the importance of supporting this wild fishery year-round. Bars, cafes, fast casual, contemporary and fine dining restaurants, and markets created meals and meal kits highlighting Bristol Bay sockeye. The Seattle Wheel at Miner's Landing lit up in sockeye red to celebrate the event.

2023 Bristol Bay Salmon Week Seattle participant list can be found at <https://bristolbaysockeye.org/seattle-salmon-week/> (updated weekly).

About Bristol Bay:

Bristol Bay, Alaska is home to the largest wild salmon run on the planet and produces half of the world's supply of wild sockeye salmon. Its six major river systems support thousands of fishermen from across the US and millions of wild sockeye salmon.

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The pristine environment has been the foundation for 130 years of sustainable harvesting by generations of small boat fishermen. In 1959, Alaska became the only state to include sustainable fishing within its constitution, meaning consumers can feel good about how it's harvested and know that all Bristol Bay sockeye salmon is wild and sustainable. The robust harvests of the last few years reflect the collaborative work between the Bristol Bay fishers, biologists, local community, and seafood processors that make up the industry.

In recent years the Bristol Bay watershed has been threatened by the Pebble Mine development. At present the Pebble Mine project has been stopped, but the watershed has not gained permanent protection.

About Wild Sockeye Salmon:

Alaska sockeye, also known as red salmon, is one of the most popular salmon species due to its deep crimson color and rich flavor. The fish is loaded with omega-3 fatty acids (DHA and EPA), which are essential for promoting heart health, suppressing inflammatory responses, and improving brain function. Sockeye is also naturally high in many essential vitamins and minerals, and boasts the highest vitamin D content of any salmon species. Bristol Bay sockeye is available frozen year round.

About Bristol Bay Regional Seafood Development Association:

The Bristol Bay Regional Seafood Development Association is a fishermen-funded organization with the mission to increase the value of the Bristol Bay fishery through education, quality outreach, and marketing.

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