



Ground-breaking Report Calls for Action to Protect our Fish

and

Kin Hong Seafood Festival Launches in Hong Kong *A Lifestyle of Protecting Our Ocean*



Press Conference

Ocean Recovery Alliance and ADM Capital Foundation invite you to a press conference with esteemed marine experts from the University of British Columbia, Dr. Rashid Sumaila and Dr. William Chung. The scientists will launch their ground-breaking report, 'Boom or Bust, Future of Fish in the South China Sea', which shows that many key species consumed in Hong Kong are threatened. Professor Yvonne Sadovy from HKU will offer a local perspective. Without sustainable consumption of seafood and management of our fisheries, these fish are facing extinction.

The month-long **Kin Hong Seafood Festival** provides the opportunity for the Hong Kong community to consume sustainably. It aims to build the public's knowledge - why we should care about what seafood we are eating and where it comes from. It will also facilitate restaurateurs' access to sustainable seafood, with the intention of increasing availability and visibility in the market. The event is organized by Ocean Recovery Alliance in collaboration with the Marine Stewardship Council (MSC) and the Aquaculture Stewardship Council (ASC), the primary organizations responsible for setting standards for sustainable seafood globally. The festival is funded by The Swire Group Charitable Trust.

**Tuesday, 3rd November 2015
3:00pm – 4:00pm**

at

**Hong Kong Maritime Museum
Central Ferry Pier No. 8, Man Kwong Street, Central**

To RSVP, please contact:

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