



FOR IMMEDIATE RELEASE

March 23, 2014

Creative Salmon salutes award winners

Tofino's Creative Salmon Company Ltd. congratulates two of its employees as winners of Positive Aquaculture Awareness awards at the 15th Annual BC Aquaculture Achievement Awards.

The awards were presented at an event in Campbell River Saturday evening.

Alvin Mati won in the **Rookie of the Year** category – an award to an individual who has been in the aquaculture industry less than five years and has demonstrated outstanding performance and dedication.

Alvin, a resident of Ucluelet, joined the Creative Salmon team in September 2010. His energy, ability to pick up on concepts and techniques, and rapport with other crew members earned him a promotion to Assistant Manager just one year later. Less than two years after that, in July 2013, Alvin was again promoted, to his current role as Site Manager for Baxter; one of the company's four farm sites.

Dave Bailey won the **Outstanding Contributor to our Communities** Award – recognizing an individual for their exceptional volunteer efforts and actions in their community.

A Tofino resident, Dave has been with Creative Salmon for 12 years and works in the Biology department as a Quality Control Technician.

Whenever Creative Salmon participates in community BBQs, Dave is always the first on staff to say he will help out. Dave sits as an alternate board member on the Central Westcoast Forest Society and on the Marine Committee of the Clayoquot Biosphere Trust.

Most notable, though, is that Dave is a six-year member of Westcoast Inland Search & Rescue. A team leader during call-outs, a trainer for ground search and rescue operations, Dave is also a member of the swift water and rope teams as well as serving as treasurer on the board of this non-profit society. The society suffered a major fire to its headquarters in Tofino in August 2013, amounting to \$100,000 in losses, especially equipment losses. The board members, including, Dave, have been doing extra work dealing with insurance, fundraising, clean-up, salvage, and storage not to mention the crew did not miss any of their call outs since the fire last summer.



Creative Salmon sends congratulations to all the winners and all the nominees in the various categories.

The awards were presented by Positive Aquaculture Awareness. PAA's role is to promote positive awareness of the aquaculture industry through education and community involvement.

Creative Salmon thanks PAA for a great event.

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For more information about PAA visit www.farmfreshsalmon.org

The Central Westcoast Forest Society is a non-profit focused on salmon habitat conservation and restoration, research and education. For more information about the CWFS visit <http://clayoquot.org/>

The Clayoquot Biosphere Trust assists the Clayoquot Sound UNESCO Biosphere Reserve Region Community to achieve its vision by providing funding and logistical support for research, education and training initiatives that promote conservation and sustainable development. For more information about the CBT visit <http://clayoquotbiosphere.org/web/>

Westcoast Inland Search & Rescue is based in the communities of Tofino and Ucluelet and provides Ground and Inland Water Search and Rescue services to local police authorities (RCMP and National Park Wardens) for Clayoquot Sound, and parts of Barkley Sound. These lands comprise the traditional territories of the Ahousaht, Ucluelet, Toquaht, Tla-o-qui-aht, and Hesquiaht First Nations. In addition, WISAR responds to mutual aid requests from other parts of British Columbia. For more information about WISAR visit <http://westcoastsar.org/>

Creative Salmon is a Tofino-based certified organic Chinook salmon farming company. For more information about Creative Salmon visit www.creativesalmon.com

Contact:

Lisa Stewart, Communications

Creative Salmon Co. Ltd.

C 250-266-2124

lisa.stewart@creativesalmon.com