

FOR IMMEDIATE RELEASE:

**NEW HAMPSHIRE SEAFOOD FRESH AND LOCAL
LAUNCHES BRAND AND AWARENESS CAMPAIGN**

Informational Meeting Planned

PORTSMOUTH, N.H.—June 15, 2009—New Hampshire Seafood Fresh and Local, a product of the City of Portsmouth’s Fishing Industry Committee, recently unveiled its new brand, visual identity, and website and announced a informational meeting to raise awareness about the initiative to be held on July 1, 2009 at 11:00 AM at Jumpin’ Jay’s Restaurant located at 150 Congress Street in Portsmouth, New Hampshire.

The Committee, created in November 2008, produced and submitted to the Portsmouth City Council an industry whitepaper clearly demonstrates the region’s geographic seafood assets, rich social, cultural, and fiscal attributes of the fishing industry, and outlined the current industry condition. Since then the Committee’s work has focused on raising public awareness of a system that takes too much time to truck locally caught seafood great distances in a chain only to bring it back to the consumer in the community where it was originally caught and unloaded. “Improving the current system is only logical,” stated Erik Anderson, Committee Chair. “Benefits would be felt by a variety of user groups—restaurants, seafood harvesters, tourism industry, and the consumer.”

To elevate the exposure of the project, the Committee worked with Rumbletree, a creative marketing firm, to create a visual identity to be associated with the initiative. Also joining the collaborative was the University of New Hampshire’s Sea Grant program by developing the website-- www.nhseafood.com. These pro-bono services set the stage for the public awareness campaign.

The Committee is tasked with furthering its goal of promoting and advancing the region’s fishing industry and area businesses by educating the public about the benefits of purchasing seafood locally and direct. “We are ready to publically launch our effort by soliciting related businesses interested in developing a more direct path of fresh, locally caught seafood--off the boat to the dinner plate,” continued Anderson.

On July 1, 2009, the Committee, in conjunction with the Portsmouth Chamber of Commerce and Seacoast Buy Local, is hosting a meeting for local commerce, businesses and restaurants, to learn more about the new initiatives to preserve and support the historical, social, and cultural importance of this industry to the community and surrounding areas.

For more information on New Hampshire Seafood Fresh and Local or the informational meeting, please call Erik Anderson at 431-1779 or visit www.NHSeafood.com.

About New Hampshire Seafood Fresh and Local

Originated in November 2008 by the Portsmouth City Council, the Fishing Industry Committee's project called "New Hampshire Seafood Fresh and Local" is a working committee designed to preserve and promote the New Hampshire seacoast's historical 400 year old, local and regional commercial fishing industry and educate the public about the commercial fishing industry's economic contributions to job creation, tourism, and community population and demographic diversity.

The original six person committee has grown to more than twenty members including Esther Kennedy, Portsmouth City Councilor; Eric Spear, Portsmouth City Councilor; Geno Marconi, Pease Development Agency-Division of Ports and Harbors; Karen Marzloff, Seacoast Buy Local; Sara Zoe Patterson, Seacoast Eat Local; Ken LaValley, UNH Sea Grant; Doug Bates, Portsmouth Chamber of Commerce; Damon Frampton, Portsmouth Lobster Company; Bill Gladhill; Peter Whalen; Ruth Maron, Identity Communications; Duncan Boyd, Seacoast Buy Local; Bob Campbell, Yankee Fishermen's Cooperative; Ben Anderson, Prescott Park Arts Festival; Barrie Hanlon, Rumbletree; Rich Pettigrew, Seaport Fish; Pat Anderson, F/V Rimrack and F/V Madrigan; Carolyn Eastman, Eastman's Fish; Michelle Moon, UNH Marine Education Program; Friends Of the South End; Mike Sanders, Sanders Fish; Kelly Taccetta, Ricker Lobster; and Erik Anderson, NH Commercial Fishermen's Association.