



**Media Advisory - March 12, 2013**

## **Bravo Restaurant in Chilliwack to be recognized for business leadership in supporting environmental sustainability**

**When:** Thursday, March 14, 2013 @ noon

**Where:** Bravo Restaurant & Lounge, 46224 Yale Road, Chilliwack, BC

There is an important movement afoot to save Pacific wild salmon from vanishing forever.

The open net feedlot industry exposes wild salmon to European viruses and parasite transference and harms the ocean ecosystem with toxic pollution.

"A grave threat to Fraser River sockeye salmon are open net feedlots dotting the migration routes in the narrow channels between Vancouver Island and the mainland," said Eddie Gardner, Chair of the Chilliwack Chapter of the National Salmon Feedlot Boycott ([SalmonFeedlotBoycott.com](http://SalmonFeedlotBoycott.com)).

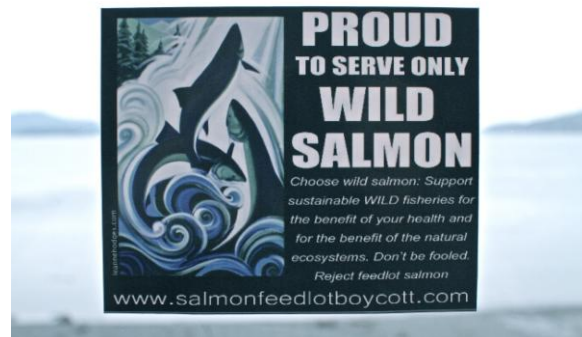
He added, "The issue is complex, and people are unsure of how to help. One way to make a positive impact is to be a conscious consumer and support businesses doing the right thing."

On March 14, Eddie Gardner will present a certificate and a window decal (see image below) to Louie De Jaeger of Bravo Restaurant. It recognizes Bravo's business leadership in supporting environmental sustainability, contributing to the well-being of wild salmon, and serving customers exquisitely prepared, wholesome dishes they can consume with peace of mind.

Anissa Reed, who initiated a national Salmon Feedlot Boycott, stated, "The consumer has power. You can make a huge difference by strategically supporting restaurants like Bravo or buying only wild salmon."

Here in Chilliwack, Bravo Restaurant uses local produce and only wild and environmentally sustainable products from suppliers whenever possible. Louie De Jaeger of Bravo Restaurant chose to red-list open net farmed salmon and will not have it on Bravo's menu. "By removing farmed salmon from our menus early on, we felt good about helping protect Fraser sockeye salmon, and its ocean habitat, from open net salmon farms," said Louie De Jaeger. "We are proud to support the National Salmon Feedlot Boycott," he concluded.

Momentum is growing and Bravo is in great company! Overwaitea Food Group (a Jim Pattison company), also decided to red-list open net farmed fish in favor of stocking shelves with wild salmon or salmon from land-based closed containment feedlots. Overwaitea Food Group is Canada's largest western-based food store chain and includes PriceSmart, Save On Foods, Overwaitea Foods, Cooper's Foods, Urban Fare and Bulkley Valley Wholesale serving communities in BC and Alberta.



Bravo Restaurant & Lounge is situated at 46224 Yale Road, near five corners in downtown Chilliwack. Join the many satisfied customers who have chosen an extraordinary dining experience serving delicious, healthy and environmentally friendly food delights.

**For more information contact:**

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