



## **Media Advisory**

### **Canadian salmon farm critic and wild salmon advocate to be featured on CBS' 60 Minutes**

This Sunday March 11, 2014, Alexandra Morton, a Canadian biologist and environmental advocate will be featured on CBS' *60 Minutes* program.

Alexandra is most well known for her outspoken advocacy on behalf of Pacific wild salmon and the British Columbia (BC) coastal economy. For thirty years, she has worked tirelessly to protect wild salmon and the ecology, environment and economic stability of the BC coast from industrial salmon farming.

60 Minutes will be available on these channels in Canada on March 11, 2014:

- 7:00 PM - 8:00 PM Eastern Standard Time on CHCH
- 7:00 PM - 8:00 PM Eastern Standard Time on CBS-E
- 7:00 PM - 8:00 PM Pacific Standard Time on CHEK-TV
- 7:00 PM - 8:00 PM Pacific Standard Time on CBS-W

Alexandra can comment on will be able to speak before and after the 60 Minutes broadcast on:

- Human health risks of eating farmed salmon
- Impacts of fish farms on wild salmon, the environment and communities

For more information about Alexandra Morton, her activity and her research, please visit <http://www.alexandramorton.ca>.

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To schedule interviews, please contact Don Huff, Environmental Communication Options at [huffd@ecostrategy.ca](mailto:huffd@ecostrategy.ca) or 416-972-7401.

*The **Department of Wild Salmon** links together the experience and knowledge of hundreds of salmon groups, First Nations, university departments and labs. We use on the ground real-time information and cutting edge science to pinpoint the problems and empower communities to manage the impacts on wild salmon from a local level with a province-wide perspective, keeping each group financially independent.*