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O'Doul's donates to Pacific Salmon Foundation

ROBSON STREET – O'Doul's Restaurant & Bar is pleased to donate \$2000.00 to the Pacific Salmon Foundation, an organization dedicated to conserving and rebuilding Pacific Salmon populations.

O'Doul's has used Wild BC Salmon exclusively on its menus since 2003 and donates \$1.00 of every lunch entrée served to the Pacific Salmon Foundation, an organization dedicated to conserving and rebuilding Pacific Salmon populations.

"Aside from preferring the flavour of wild salmon and loving the irony that in order to save it, you need to eat it," states Calvin DesChene of O'Doul's, "we feel we have found a way contribute to their preservation. We know that a couple of thousand dollars on its own won't change things but we're confident it can make a difference, as can the heightened awareness amongst our clients."

"PSF forms creative partnerships with organization to raise awareness and we invite everyone to participate for the cause of wild salmon." states Chad Brealey of the PSF. "By enjoying a salmon entrée for lunch at O'Doul's you are contributing \$1.00 to Pacific Salmon Foundation. These funds are leveraged with other fundraising efforts and used to assist volunteer groups with the restoration and conservation of Pacific Salmon in their communities."

Pacific Salmon Foundation is an independent, non-profit organization and a national leader in the conservation and recovery of Pacific salmon. PSF works with partners to conserve and rebuild Pacific salmon populations through strategic and focused efforts in which people and resources are mobilized to work together to achieve common goals.

Although constantly reinventing itself, O'Doul's Restaurant & Bar has been a tradition on the Vancouver dining scene for over 30 years. In its most recent incarnation the focus is on fine dining, an extensive award winning wine list and live jazz seven nights a week.

O'Doul's is located on Robson, the city's most eclectic shopping and dining street and in the The Listel Hotel – Vancouver's "most art-full" and interesting boutique hotel renowned for its art collection and its creative partnerships with some of the city's most significant cultural organizations.

For additional information on the restaurant's facilities, menus and services please view the website at www.odoulsrestaurant.com. For reservations or consumer information please call 604.661.1400.

MEDIA OUTLETS

For additional information and images, please contact

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For information on the PSF and on how to save our salmon, please contact

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Be a Part of the Salmon Story

Wherever you live, so do the salmon—in the ocean, in streams, lakes and in rivers. Pacific salmon begin, end their story and begin again in watersheds which are also home to our cities and farms, our parks and forests, our industries and our backyards. Their survival depends very much on how we share these spaces.

Bringing them back stream by stream.

Many Pacific salmon populations are threatened and in great danger. Urban streams that once hosted thousands of spawning salmon are now home to only hundreds, or dozens, or none at all.

There is a passionate desire to fix what has gone wrong and everyone is getting involved. In every watershed in British Columbia, people just like you—from children to business leaders, individuals, groups and entire communities make up a volunteer troop of thousands.

The Pacific Salmon Foundation works hard to protect, restore and conserve salmon and salmon habitat... but it doesn't work alone. There are many who have joined with PSF in recognizing the importance of the work of many volunteers. Individuals, organizations, First Nations and government alike have implemented creative strategies aimed at raising funds and awareness for salmon conservation in BC.

Pacific Salmon Foundation thanks O'Doul's for their continued support and dedication towards the conservation and recovery of Pacific salmon. Together we are bringing them back, stream by stream.