



PACIFIC SALMON FOUNDATION **PARTNERS IN SALMON**

Vancouver – July 7, 2003

Pacific Salmon Foundation (PSF) will be on location at all three Capers Community Markets on Sunday July 13, 2003 to promote and participate in Capers 5% Days – an initiative that will see 5% of total sales plus funds raised through raffles and samplings going toward salmon conservation and protection.

Capers 5% Days is an on-going program of Capers to give back to local communities by providing support to not-for-profit organizations whose programs directly benefit communities surrounding their stores.

Pacific Salmon Foundation encourages everyone to visit any of the three locations of Capers to show their support for salmon. For a minimum donation of one dollar, Capers will be serving a sample plate including Wild Sockeye Salmon from Barclay Sound and for an additional dollar you can purchase a raffle ticket for some great prizes. All money raised through sampling, raffles and sales will be donated to Pacific Salmon Foundation.

Show your support at any of these locations on July 13, 2003 from 12noon to 4pm:

Capers Kitsilano – 2285 W. 4th Avenue
Capers W. Vancouver – 2496 Marine Drive
Capers Robson - 1675 Robson Street

Pacific Salmon Foundation is the leading not-for-profit organization dedicated to conserving and restoring salmon and salmon habitat. The Foundation has a 15-year track record of funding projects throughout British Columbia. Since its inception, the Foundation has been guided by the phrase "Bringing them back stream by stream".

"Our Community Salmon Program is only possible through grass roots volunteering, fundraising and participation in creative partnerships that highlight the necessity and importance of bringing salmon back, stream by stream," Paul Kariya, Executive Director for Pacific Salmon Foundation said. "It really is the local community participants that make the biggest difference – their dedication is necessary if salmon populations are to be brought back to historic levels."

Since inception in 1987, PSF has committed over \$4.2 million to support 480 salmon projects through its Community Salmon Program. These funds have been matched with money and in-kind contributions from other sources for a total value of more than \$24 million.

The Foundation's next funding deadline for Community Salmon Program Applications is October 15, 2003. Application and guidelines can be found at www.pacificsalmon.ca or contact Leigh Martin-Boyd lmartinboyd@psf.ca for further information.

For more information on the Foundation, please visit www.pacificsalmon.ca or contact: Courtney Hatfield chatfield@psf.ca – Partnership and Development Officer - Telephone 604-664-7664.

Capers Community Markets is a natural and organic food market with three locations in Greater Vancouver. Year round, the stores actively support a variety of grassroots organizations and charitable causes aimed at creating positive change in the areas of community, environment, hunger and health. In 2002 Capers Community received the Ethics in Action Community Care award for corporate social responsibility. For more information about Capers' community visit www.capersmarkets.com.