



PACIFIC SALMON FOUNDATION ANNOUNCES **"THE WILD SALMON OF ALBERTA"**

Calgary – May 22, 2003

Pacific Salmon Foundation (PSF) is hosting its fifth annual Charity Dinner and Auction to benefit wild Pacific salmon in Calgary, Alberta. It will take place at the Sheraton Suites Eau Claire on Tuesday May 27, 2003. Events are kicked off at 5:30 pm with a silent auction and raffles and at 8:30 pm the auctioneers will conduct a live auction.

Pacific Salmon Foundation, the leading not-for-profit organization dedicated to restoring and conserving wild salmon was introduced to Calgary by Mogens Smed, Founder and Former CEO, SMED International and Ed McNally, Founder and CEO, Big Rock Brewery. Both avid anglers have been enjoying British Columbia's sport fishing for many years. Mr. Smed has taken steps to support Pacific Salmon Foundation through the Calgary Charity Dinner and Auction hosted by SMED for its first three years, and now on top of regular donations to the Foundation, SMED International donates \$1,000 for every \$50,000 purchase of Skeena case goods. Mogens Smed in combination with SMED International has very generously donated over \$150,000 in cash and in kind contributions.

Mr. McNally took a different path, and, as he does best, created a new beer where a portion of sales was contributed to Pacific Salmon Foundation. "Big Rock believes Pacific Salmon Foundation is the most effective organization protecting both the environment and salmon stocks in British Columbia." says McNally "A great bonus from all of this work is that people in BC and visitors from all over the world are becoming more aware that we must do whatever we can to protect this national treasure." Pacific Salmon Foundation has a large support system in Calgary which also includes Shell Canada and Trout Unlimited Canada. Whether they have experienced sport fishing for salmon, or had the pleasure to just see them in the wild, Calgarians liked what they saw and are pleased to lend a hand to their West Coast neighbor and rally round the cause of Pacific salmon.

Through raising public awareness, using education and making wild salmon accessible to the general public, PSF will raise the salmon consciousness of British Columbians and Canadians. This is what Pacific Salmon Foundation is dedicated to do over the next several years, armed with a plan of action and a campaign to raise consciousness and funding.

Pacific Salmon Foundation's efforts are widely recognized as making a difference in many communities throughout BC. In addition to the Foundation hosting their events they are arranging corporate partnerships and securing private donations.

Since inception in 1987, PSF has committed over \$4.2 million to support 480 salmon projects. These funds have been matched with money and in-kind contributions from other sources for a total value of more than \$24 million. Demand has increased because there has been a significant reduction in federal and provincial government programs available for salmon habitat protection, restoration and stewardship.

In addition to the Community Salmon Program, PSF is the Program Manager of the Pacific Salmon Endowment Fund – a \$30 million endowment fund established by an initial contribution from Fisheries and Oceans Canada and championed by Rick Hansen. As Program Manager, PSF invests the income to rebuilding key watersheds in British Columbia. Three priority regions are: Georgia Basin, Thomson Basin and Rivers and Smiths Inlets.

If you would like to host an event in your community or purchase tickets for this event contact Brenda McIntyre, Events Coordinator (bcmintyre@psf.ca). For further information on the Foundation, please visit www.pacificsalmon.ca or contact: Courtney Hatfield, Partnership & Development Officer (chatfield@psf.ca); Telephone 604-664-7664.