



PACIFIC SALMON FOUNDATION ANNOUNCES **“CRANBROOK – MISSION ACCOMPLISHED”**

Cranbrook – May 15, 2003

On May 2, 2003 Pacific Salmon Foundation (PSF) hosted the first Charity Dinner and Auction in Cranbrook, BC to benefit Pacific salmon. Partnering with the Columbia-Kootenay Fisheries Renewal Partnership Group, the event took place at the Delta St. Eugene Mission Resort - a first class destination resort which was developed by the Kxutana/Kinbasket First Nations with Delta Hotels.

For the inaugural event, 112 guests attended and feasted on fresh seafood supplied by FAS Seafood Producers, Canadian Fishing Company and Fanny Bay Oysters and complemented by Mission Hill wines. Delta Hotels Executive Chef Roger Planiden included the seafood in the five course meal he prepared to perfection. The evening included a silent auction, raffles and a live auction conducted by Frank McIntyre. “The dedicated volunteer committee in the community has made this first Cranbrook Dinner a real success, and we look forward to expanding the size of the event next year” says Brenda McIntyre, Events Coordinator for Pacific Salmon Foundation.

Pacific Salmon Foundation is the leading non-profit organization dedicated to conserving and restoring wild salmon. 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”. 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 directs the income to rebuilding key watersheds in British Columbia. Three priority regions are: Georgia Basin, Thomson Basin and Rivers and Smiths Inlets.

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.

Dr. Paul Kariya, Executive Director of Pacific Salmon Foundation states “It is through partnerships and support from local community groups, the scientific community and representatives from all sectors of the province that we can bring vibrancy back to salmon populations. Through raising public awareness, using education and making wild salmon accessible to the general public, PSF will raise the salmon consciousness of British Columbians.”

Pacific Salmon Foundation’s efforts are widely recognized as making a difference in many communities throughout BC. “We continue to expand by request from the community leaders into the interior of BC, Penticton, Kelowna and now Cranbrook,” says McIntyre. In addition to hosting events, the foundation is arranging corporate partnerships and securing private donations. The next Charity Dinner & Auction is taking place in Calgary, Alberta on May 27, 2003.

If you would like to host an event in your community 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.