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VANCOUVER AQUARIUM'S LEADING OCEAN WISE® PROGRAM WELCOMES NEW PARTNER SAVE-ON-FOODS

VANCOUVER, BC – Seafood lovers will be able to find ocean-friendly seafood products at dozens more retail outlets as Canada's largest western-based food store chain, Save-On-Foods, has joined Vancouver Aquarium Marine Science Centre's leading national sustainable seafood program Ocean Wise®.

Earlier this year, Save-On-Foods' parent company, the Overwaitea Food Group, began rolling out Ocean Wise recommended seafood items at its five Urban Fare locations across the province. Now, thousands of Save-On-Foods consumers may also choose clearly labelled Ocean Wise seafood, knowing their purchase has received the stamp of approval by the Vancouver Aquarium as an ocean-friendly choice.

With a community-focused philosophy, Overwaitea Food Group (OFG) sought to partner with Vancouver Aquarium Marine Science Centre (VAMSC) as part of a larger partnership model of sustainability. From sustainable seafood to youth education, VAMSC was a clear fit for OFG as it renewed its commitments to providing its consumers with smart, ocean-friendly choices they can feel good about purchasing.

"Consumers across the country are increasingly aware about where their food comes from, and want to ensure they're purchasing power is also contributing to a healthy planet," said John Nightingale, president and CEO of Vancouver Aquarium Marine Science Centre. "Overwaitea Food Group has long been committed to sustainability, so it was a natural partnership to have them come on board as a partner to our marine science centre as well as our national Ocean Wise program. Working together, we can continue to move the needle on sustainability and provide consumers with easy access to recommended choices, ensuring we leave our oceans healthy and plentiful for future generations."

Vancouver Aquarium's Ocean Wise program has more than 675 passionate partners, including restaurants, retailers and suppliers, with thousands of partner locations across Canada. As Canada's largest western-based food store operations, OFG has over 150 locations in communities across British Columbia, Alberta and Saskatchewan including its popular Save-on-Foods and Urban Fare stores.

In a recent Insights West poll conducted earlier this year, three-in-five Canadians noted that they did not know where they can buy sustainable seafood in their city or town. With this partnership, OFG's goal is to not only provide their consumers with the opportunity to make sustainable choices, but to also connect their consumers to how their choices can have a positive impact on our lakes, rivers and oceans. With recognizable Ocean Wise labels, OFG consumers will now have in-store access to recommended seafood choices in a clear and simple manner. Consumers already look for the Ocean Wise symbol on seafood items for Vancouver Aquarium's assurance of an ocean-friendly seafood choice.

“Our team is very excited about bringing this partnership with Vancouver Aquarium to our customers,” says Darrell Jones, president of Save-On-Foods and the Overwaitea Food Group. “Ocean Wise® is a well-known and trusted brand that consumers easily understand,” he added. “With trained seafood specialists, take-home pamphlets and clearly identified options at our seafood counters, we’re proud to be doing our part to help customers easily make ocean-friendly choices when deciding what seafood to feed their families.”

Vancouver Aquarium Ocean Wise®

Overfishing is the single biggest threat our oceans face today. With more than 675 partners across Canada, Ocean Wise makes it easy for consumers to make sustainable seafood choices that ensure the health of our oceans for generations to come. The Ocean Wise symbol next to a seafood item is the Vancouver Aquarium’s assurance of an ocean-friendly seafood choice. www.oceanwise.ca.

SAVE-ON-FOODS

Save-On-Foods is committed to Going the Extra Mile for customers in every community served, every day. Known for its unique approach in customizing each store to best suit the needs of the neighbourhood and sourcing local products wherever possible, the company has been innovating and putting customers first for over 100 years. Save-On-Foods is part of the Overwaitea Food Group, which operates more than 150 stores in BC, Alberta and Saskatchewan, with stores coming soon to Manitoba and Yukon.

The Overwaitea Food Group

The Overwaitea Food Group (OFG) is the largest Western-based Canadian food store chain, serving more than 80 communities in B.C. and Alberta. The company has been in operation for 100 years, with its first store originally located in New Westminster, B.C. OFG currently operates than 151 stores under the Save-On-Foods, Overwaitea Foods, Cooper’s Foods, Urban Fare, PriceSmart Foods, PriceSmart Foods International, and Bulkley Valley Wholesale banners.

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