

News Release

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For Immediate Release

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New Tools for Healthy Bodies & Oceans

2009 Seafood Guides at Naples Zoo Plus iPhone & Mobile Web

Eating healthier tops nearly every known list of New Year's resolutions. And while fish can be a positive part of most diets, eating some fish can actually be harmful - either to you and your family or to our oceans and waterways. But which ones? And once you find out, how do you remember when you sit down at your favorite seafood restaurant or browse the market? The answer is easy with new tools from Monterey Bay Aquarium's *Seafood Watch* program available to pick up free at Naples Zoo and now also from your iPhone or any mobile device with an internet connection.

Just like a traffic light, the *Seafood Watch* pocket guide is color coded and easily understood. It lists ocean-friendly seafood choices for consumers in a green "Best Choices" column, and non-sustainable choices in a red "Avoid" column. Those in the "Avoid" column come from sources that are overfished, or are caught or farmed in ways that harm the environment. There is also a yellow "Good Alternatives" list; these seafood items are an acceptable option, but there is concern with how they're caught or farmed. Pocket guides are updated every six months with the latest available research and the new cards have just arrived at Naples Zoo. They can also be downloaded for free and printed at home from a link at www.napleszoo.org/consERVE.

In concert with the printed cards, Monterey Bay Aquarium has just launched a new application for Apple's iPhone or iPod touch, bringing up-to-date seafood recommendations to your fingertips. iPhone users can download the free application from the App Store for even easier access to sustainable seafood information when buying from a favorite restaurant or fishmonger.

To find out more and download the app, visit www.montereybayaquarium.org/iphoneapp. Or browse the App Store on your iPhone or iPod touch and download the free, official app from the Monterey Bay Aquarium directly to your device. Simply choose your region of the United States –



or the national sushi guide – and make your selection from the ocean-friendly recommendations on the Seafood Watch lists.

Don't have an iPhone? Seafood Watch recommendations are available for any mobile device with an Internet connection. Go to mobile.seafoodwatch.org and you'll be automatically directed to mobile-friendly online guides, including the latest sushi recommendations. Recommendations for over 135 of the most popular seafood items are available online.

At a time when the world's oceans are severely overfished, your seafood selections really do make a difference. And not just for fish. Tens of thousands of people lost their jobs following the devastating collapse of the cod stocks off the east coast of Newfoundland. Declining fish stocks are contributing to job losses in Alaska. Worldwide, 200 million people have jobs involving ocean fishing or related businesses and one person in six on the planet depends on the ocean for at least part of their core food intake.

Naples Zoo is a 501(c)(3) charitable organization located at 1590 Goodlette-Frank Road across from the Coastland Center mall in the heart of Naples. In addition to innovative presentations like *Serpents: Fangs & Fiction* and *Planet Predator*, the Zoo offers a full day of activities within the historic botanical garden with its many rare animals. Guests board the Primate Expedition Cruise to glide by islands inhabited by monkeys, lemurs, and apes living in natural habitats. Admission includes all shows and the boat ride (\$19.95 adults age 13+/ \$11.95 children 3 to 12, under 3 free. Twenty-five cents of each admission goes to the *Naples Zoo Conservation Fund* to support regional and international conservation projects.) Children under the age of 16 must be accompanied by an adult at least 18 years of age.

Visitors can also pick up a healthy lunch and snacks at the SUBWAY® Cafe and shop for wild gifts at tame prices in The ZOO Gift Shop. Pursuing its mission to delight guests with the wonders of the natural world to inspire the conservation of our planet's remaining wild areas and their wondrous inhabitants, the Zoo welcomes guests daily from 9:00 to 5:00 with the last ticket sold at 4:00. Zoo memberships and discount tickets are available at www.napleszoo.org or call (239) 262-5409.

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Print quality photos at www.napleszoo.org/press

