VANCOUVER
COAST & MOUNTAINS
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FOR IMMEDIATE RELEASE: January 22, 2007

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BLUE WATER CAFE PRESENTS THE UNSUNG HEROES

New Year Brings Invigorated Commitment to Our Oceans

Vancouver, BC – January 22, 2007 - Executive Chef, Frank Pabst, an industry leader at one of Vancouver's preeminent restaurants, has long shown evidence of his talent and culinary creativity; his menus at Blue Water Cafe offer compelling dishes, cleverly conceived and expertly executed but when it comes to seafood, he also ensures they are environmentally sound and from sustainable harvest.

Each year Pabst steps up his commitment to the oceans in his quest to gather greater public awareness of local 'Unsung Heroes' with a month long festival that celebrates the lesser known ocean species of Pacific shores. His idea is a simple; reduce the demand on species that are increasingly at risk of becoming over fished and avoid those that are fished in ways that cause damage to the ocean beds or that impose further risks to incidental by catch, by introducing diners to new flavours and experiences.

"At this time of year fresh wild salmon and halibut have disappeared from fishing boats – as stocks replenish, this is the ideal time to experiment and explore new potential" says Pabst, noting "all of our 'unsung heroes' live in abundance just off our coast and are often overlooked in favour of better known varieties, though they can be equally delicious and highly nutritional."

Diners are invited to taste Pabst's unique spin on these unsung ocean delicacies by ordering one or several tasting dishes for the table during the festival. Dishes include Live Green Sea Urchin with ponzu sauce or Mackerel with savoy cabbage, red beets, and lemon vinegar. For a

complete list of 'Unsung Heroes' dishes visit www.bluewatercafe.net.

The third annual 'Unsung Heroes' festival launches at Blue Water Cafe on February 5th and extends through to the end of the month. 10% of proceeds will be donated to the Vancouver Aquarium's Oceanwise sustainable seafood program of which Blue Water Cafe is a founding member.

Mark Your Calendar!

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Dine Out Vancouver: January 19 – February 4
Blue Water Cafe joins Tourism Vancouver's "Dine Out Vancouver" restaurant promotion. Enjoy $35, three-course prix-fixe menus and suggested BC wine pairings.

Unsung Heroes: February 5 – February 28
Now's the time to get to know the lesser known, but equally compelling treasures of the ocean while doing your part to support the sustainable seafood harvest.

Valentines Night: Wednesday, February 14
Oysters, lobster, sushi, sashimi and other seductive seafoods complemented by Blue Waters' highly awarded bubble selection – the perfect recipe for romance!

Riesling Renaissance, Vancouver International Playhouse Wine Festival: April 1
Seafood specialist Blue Water Cafe and Raw Bar is perfectly suited to pair a Riesling-friendly menu to showcase this noble grape and literally make mouths water."

Blue Water Cafe is a diverse, contemporary Vancouver seafood restaurant, located in the heart of Yaletown at 1095 Hamilton Street. Dinner is served nightly from 5pm until 11pm with late menu until midnight. For reservations call 604.688.8078 or visit www.bluewatercafe.net.

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