



News Release

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**SHEDD AQUARIUM ENCOURAGES YOU TO “BE HAPPY”:
PROMOTING OCEAN-FRIENDLY SEAFOOD WITH A SMILE**

Shedd Partners Up with Seven Conservation Groups throughout North America to Start Social Media Movement, Connecting Seafood Choices at Home with Protection of the Ocean

CHICAGO – [Shedd Aquarium](#) is teaming up with seven of its fellow North American ocean conservation organizations to launch [Be Happy](#), a Facebook community for seafood-loving families to put their best fish faces forward, while learning more about sustainable seafood. When fish are caught or farmed in ways that protect the ocean, that’s something everyone can “*Be Happy*” about.

As a champion of sustainable seafood through its award-winning [Right Bite](#) program, Shedd led the effort to create two *Be Happy* applications that allow Facebook users to pledge support for ocean-friendly seafood and have some fun by uploading pictures of friends and family making funny fish faces, competing for “Fish Face of the Week” top honors. Subscribers to *Be Happy* can also get easy and delicious ideas for preparing seafood at home, ask questions of sustainable seafood experts, dive into fishy trivia, or simply show their support with a smile for a cause that keeps families and the oceans happy.

“We found that our partners all over North America had the same message – your seafood choices matter and can make a positive difference in the world’s oceans. *Be Happy* was an ideal opportunity to unite with fellow conservation leaders and share information with each other and families in a fun way,” said Kassia Perpich, Shedd’s Sustainable Seafood Manager, who was one of the lead figures in the creation of *Be Happy*.

Shedd’s [Right Bite](#) program provides seafood lovers and culinary professionals with tools and information to choose seafood that is right for them and for the ocean too. [Right Bite wallet cards](#) are convenient, quick reference guides that rate the sustainability of popular seafood based on their population levels and method of capture or farming.



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Through *Right Bite*, the aquarium partners with Chicago-area restaurants, retailers, caterers, purveyors and culinary schools to strengthen the local market for sustainable seafood. [Right Bite partners](#) receive staff training on seafood issues provided by Shedd experts, and also commit to provide at least two sustainable seafood options at all times. In many cases, *Right Bite* partners lead by example and permanently remove at least one unsustainable choice from their menus or product inventories.

In addition to Shedd Aquarium, *Be Happy* is a collaboration of seven other North American ocean conservation organizations, including:

- [Blue Ocean Institute](#) (Cold Spring Harbor, N.Y.)
- [David Suzuki Foundation](#) (Vancouver, British Columbia)
- [FishWise](#) (Santa Cruz, Calif.)
- Monterey Bay Aquarium's [Seafood Watch](#) (Monterey, Calif.)
- [New England Aquarium](#) (Boston)
- Vancouver Aquarium's [Ocean Wise](#) (Vancouver, British Columbia)
- [SeaChoice](#) (Vancouver, British Columbia)

To learn more about *Right Bite*, visit the [Seafood Conservation page](#) of the Shedd Aquarium [website](#). Learn more about *Be Happy*, please visit www.facebook.com/BeHappyFish.

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*Shedd Aquarium is supported by the people of Chicago and the State of Illinois.
Shedd Aquarium is an accredited member of the Association of Zoos & Aquariums (AZA) and the
Alliance of Marine Mammal Parks and Aquariums*

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