



Wild, Natural & Sustainable®

## **Second Annual Alaska Wild Salmon Day Honors Iconic State Fish and Dedicated Commercial Fishermen**

*Celebrate Alaska Wild Salmon Day on August 10 with a Commercial Fishing Video Contest, Snapchat Geofilter, and Recipes*

**JUNEAU, Alaska – Aug. 9, 2017** – The state of Alaska is recognizing the quality and importance of Alaska’s five wild salmon species and the fishermen who bring it from sea to table tomorrow with the second-annual Alaska Wild Salmon Day. Salmon fans in the Anchorage, Juneau and Seattle areas can share fun photos with a Snapchat Geofilter, and foodies worldwide are encouraged to post their favorite Alaska salmon recipes with the hashtag #AskForAlaska and #WorthIt.

Accounting for over 90 percent of the U.S. catch, Alaska is the world’s premier source of wild salmon. Like all seafood from Alaska, it’s harvested by devoted fishermen who follow the most sustainable practices to ensure the highest quality seafood is available for generations to come.

Alaska’s seafood industry employs over 26,000 Alaska residents, more than any other private sector industry. Alaska salmon are responsible for more jobs than any other seafood species and has a first wholesale value of \$1.4 billion annually, which accounts for one-third of the entire Alaska seafood industry. In 2017, Alaska fishermen harvested the 7 billionth salmon since statehood – a testament to the careful management and sustainability of Alaska’s wild salmon.

### **Enter the First Alaska Seafood Commercial Fishing Video Contest**

In celebration of Alaska Wild Salmon Day, Alaska Seafood Marketing Institute is hosting the [Alaska Seafood Commercial Fishing Video Contest](#) to highlight all of Alaska’s wild seafood species and what it takes to be in the Alaska commercial fishing industry. Alaska has over 34,000 miles of rich, sustainable fishing coastline, and to Alaskans, every mile is a precious resource worth protecting. An exhausting but beautiful life on or near the water is rewarding for many reasons. To share the stories, Alaska commercial fishermen, family and friends – of all species and gear type – are invited to submit a personal video showing their passion through the Alaska Seafood Commercial Fishing Video Contest. Videos must be submitted online at [www.alaskaseafood.org/videocontest](http://www.alaskaseafood.org/videocontest) from August 9, 2017 through September 30, 2017. Winners will be announced in early October during National Seafood Month.

“We honor our seafood and fishermen every day in Alaska. Alaska Wild Salmon Day is another reminder of how important salmon is to Alaska’s communities, history and heritage,” said Jeremy Woodrow, Communications Director, Alaska Seafood Marketing Institute. “When you choose wild Alaska seafood, you are honoring the generations of fishermen who have spent countless days and nights on the water to provide the world with the best sustainable seafood that can only come from a place as wild and natural as Alaska.”

### **Celebrating Alaska Wild Salmon at Home**

Nothing pleases Alaska commercial fishermen more than to see their catch shared around a table by family and friends. Alaska salmon season is underway and wild salmon can be enjoyed fresh, canned or frozen using simple [COOK IT FROZEN!® techniques](#). Try one of these wild Alaska salmon recipes available at [www.wildalaskaseafood.com](http://www.wildalaskaseafood.com):

- [Alaska Salmon Poké](#)
- [BBQ Wild Alaska Salmon Flatbread](#)
- [Cedar Plank Grilled Alaska Salmon with Sweet Potatoes](#)
- [Mustard Maple Salmon with Roasted Vegetables](#)
- [North African-Style Alaska Salmon](#)

Alaska Governor Bill Walker officially declared August 10 Alaska Wild Salmon Day on Sunday, May 8, 2016 when he signed HB 128 into law at the 2016 Juneau Maritime Festival, an annual event that pays homage to Juneau’s rich fishing industry.

For more information on wild Alaska salmon and the proud commercial fishermen, visit [www.wildalaskaseafood.com](http://www.wildalaskaseafood.com) and follow Alaska Seafood Marketing Institute on [Facebook](#), [Twitter](#) and [Instagram](#). For more reasons why to #AskForAlaska, check out [7 Reasons to Ask for Alaska Seafood](#).

### **About Alaska Seafood Marketing Institute:**

The Alaska Seafood Marketing Institute (ASMI) is a partnership of the State of Alaska and the Alaska seafood industry promoting the benefits of wild and sustainable Alaska seafood and offering seafood industry education. The seafood industry is Alaska’s largest private sector employer with nearly 60 percent of all wild seafood and 90-95 percent of wild salmon harvested in the U.S. coming from Alaska. In addition to wild salmon, Alaska is known for its crab and whitefish varieties such as cod, sablefish, halibut, Alaska pollock, sole and rockfish – available fresh or frozen year-round. Alaska has been dedicated to sustainable seafood for more than 50 years and is the only state with a constitution that mandates all seafood be managed under the sustained yield principle. Alaska has taken a leadership role in setting the global standard for precautionary resource management to protect fisheries and surrounding habitats for future generations and leading to an ever-replenishing supply of wild seafood for markets worldwide.

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