

# Alaska Seafood ON CAMPUS



Looking for some **new event ideas** to offer your students to build excitement on campus? Partner with the Alaska Seafood Marketing Institute (ASMI) for an assortment of fun and engaging program options that are sure to stir up some buzz while also generating interest in healthy, delicious and **sustainable Alaska seafood**.

Here are just a few of the wide variety of possibilities, ranging from one-day events to week-long programs!

## CULINARY

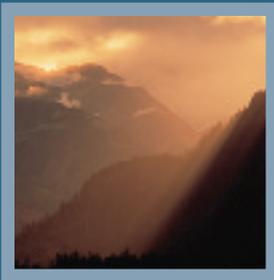
### ■ "Alaska Seafood Week"

**Campus Dining Events:** Students like trying new menu options in the cafeteria. Offer your students some more variety with Alaska seafood menu options and a fun coordinated party atmosphere. This could also incorporate a recipe contest component. Some options include:

- Alaska Salmon Bake
- Alaska Seafood Chowder Cook-Off
- Alaska Seafood Fish Fry

### ■ On-Campus

**Demos:** Cooking demos are always a big hit. Partner with your community and bring in a local chef to demo fun Alaska seafood dishes, with free food for those who stop by!



### ■ Late Night Alaska Seafood Feast:

Cook it and they will come! This promotion will include a delicious spread of Alaska seafood, offered either at midnight or late night (9pm or 10pm). Food can be free or offered at a very affordable price. Or, the first 100 students to arrive could receive free food if they are wearing their Alaska seafood t-shirt.

## HEALTH & FITNESS

### ■ Find Your Chi with Omega-3s & Vitamin D:

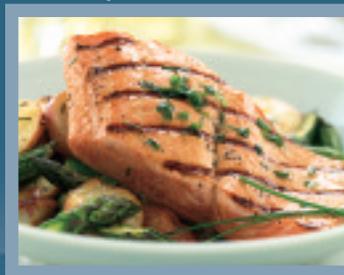
A week-long promotion in which campus cafeterias will offer a tasty selection of Alaska seafood dishes, so students can get their weekly recommended amount of omega-3s and vitamin D. Students can also enter a raffle to win a free yoga membership. Door prizes may include yoga mats, gym bags or reusable tote bags.

### ■ Great Alaska Seafood 5K Run:

Alaska seafood is a healthy and delicious choice for athletes. Rally your health-conscious and active students to participate in a 5K run, followed by a fun party at the finish line. The student with the fastest time receives a prize.

### ■ Seafood Saturday/Fish Friday:

Many students are starting to reduce their consumption of meat and are looking for healthy protein alternatives. Why not offer your students a fun way to enjoy all the benefits of seafood with a whole day dedicated to healthy seafood options!



## SUSTAINABILITY

### ■ Design Your Own Reusable Bag Contest:

Many college students are big supporters of sustainability, and reusable bags have become not only a conscious choice

to help the planet, but also a fashion statement. In this promotion, students will submit their own original artwork for the design of an earth-friendly reusable bag. The winning design will be printed on xxx number of bags and handed out to students to sport around campus.

### ■ Design Your Own T-Shirt Contest:

Students love free t-shirts—a great way to delay doing laundry! Students can submit original artwork for a t-shirt design contest with the theme of sustainable seafood. T-shirts will then be printed and handed out to students for free. Plus, students who wear the t-shirt will receive discounts on certain items around campus.

### ■ What Does Sustainable Seafood Mean To You Competition:

Grouped by department (business majors, bio majors, English majors), students will compete to create the most unique and compelling expression of what sustainable seafood means to them. The sky is the limit, and creativity is key! The winning team will be rewarded with Alaska seafood-themed prizes and treated to a sustainable seafood feast in their building.

## FISHING

### ■ Alaska Fisherman's Gear Relay

**Race:** Teams of students will participate in a relay race to put on Alaska fisherman gear (boots, rain gear, coats, gloves, hats, life jackets, etc.). This could include several variations such as a buoy toss, crab cracking race, slippery fish toss, rope coil, etc.

### ■ Pin the Species/Fishery to the Alaska-Size Map:

A HUGE Alaska map will be laid out on the commons floor. Contestants will answer Jeopardy-style questions by pinning a picture, species cut-out, or fishery type to the map on the correct location. Prior to the game, students will be encouraged to check out [www.wildalaskaflavor.com](http://www.wildalaskaflavor.com) to beef up their knowledge on Alaska seafood.



## SOCIAL

### ■ Alaska Seafood Photo Collage:

Students will participate to submit photos—either posted to a Facebook wall or in person for a giant photo collage in the dining commons or a main quad on campus. Photos should be of students eating Alaska seafood—whether it is at a restaurant or if they made it at home. The best photo will win a prize!



### ■ Get Social with Alaska Seafood:

Students will be encouraged to tweet about their favorite ways to eat/cook Alaska seafood on Twitter. They will use a hashtag (example #AK Seafood U of Iowa) so that the promotion can be easily tracked and a random winner can be selected to win some free Alaska seafood-themed items.

## CONTESTS & GAMES

### ■ Alaska Seafood Iron Chef Contest:

Turn up the heat with an Iron Chef-style contest on your campus. Forming teams, such as one team per dorm, students will battle for the chance to win the title of Iron Chef and great Alaska seafood themed prizes by cooking wild Alaska seafood dishes. The catch? Students must use only appliances that are allowed in the dorms (microwave, rice cooker, toaster, blender) to create magnificent concoctions. The event may be judged by local chefs in your community.

### ■ Alaska Seafood Chopped Challenge:

This promotion is a scaled-back version of the show “Chopped” on the Food Network. Each mystery basket will have an assortment of ingredients with at least one type of Alaska seafood in it.

### ■ 'WHEEL OF FISH' Game Show Night:

What better excuse to avoid studying than a late-night game show party? This Alaska seafood-themed game will have students cheering on contestants as they spin a giant wheel and answer a range of questions about Alaska, Alaska seafood and sustainability. The event will include prizes and free late-night food!

■ **Alaska Fish Taco Relay Race:** Fish tacos are a favorite among college students—they're quick, easy and cheap. And even tastier when they're free! Hordes of hungry students will flock to this fun promotion in which teams will face off to create their own fish tacos. The frantic fun will

begin as students race along an assembly line to build xx number of fish tacos and then pass to their team mates to scarf the tacos in a few short minutes. The trick is to build the tacos as fast as possible without spilling! The first team to build the specified number of tacos AND eat them wins!

### ■ Alaska Seafood Eating Contests:

Students love eating contests! Here are a couple of ideas:

- **Alaska Fish Taco Nosh Fest:** Crowds will cheer as their classmates race to eat the most fish tacos in a specified amount of time, while blindfolded or with their hands tied behind their back.

- **Alaska Seafood Sandwich Face-off:** Students will stretch their jaws to eat a triple-decker sandwich (salmon, halibut, cod) in a specified amount of time. A great way to get your fill of healthy omega-3's!

### ■ Guinness Book of World Records – World's Largest Fish Taco made with Wild Alaska Seafood:

This promotion will lure large crowds as students, faculty and campus staff participate in creating the world's largest fish taco.

### ■ Movie Night at the Pool:

Offer students a fun movie/pool party. This could involve showing movies such as “Jaws,” projected on a large screen

at the pool. Students will hang out on floaties/rafts and watch the movie in the pool, while munching on Alaska seafood tacos.



### A few of the ways ASMI can help:

- Access to online materials ordering website
- Chef and waitstaff training
- Educational materials
- Recipes
- National and regional consumer trends data
- Training in the selection, handling and uses of all varieties of wild Alaska seafood
- Menu concept development
- Turnkey promotions
- Photographs and artwork to customize your needs
- Ready access to seafood marketing consultants
- Directory of Alaska Seafood Suppliers
- Online marketing assistance

**For more information on how your campus can team up with Alaska Seafood to create fun and engaging programs that your students will love, please contact Jann Dickerson at [jann@thinkfoodsf.com](mailto:jann@thinkfoodsf.com) or 415-561-0994.**

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