



2011 Seafood Champion Awards

Guidelines for Submitting Nominations

We are now accepting nominations for the 2011 awards.

Any individual, company or organization may submit nominations on their own behalf or on behalf of others, with no limit on the number of nominations submitted. Candidates may be nominated by others or may self-nominate.

Nominees may include individuals, companies or organizations from the fishing, aquaculture, seafood supply and distribution, retail, restaurant and foodservice sectors, as well as other stakeholders to the seafood industry such as conservation, academia and the media.

Recipients of a previous Seafood Champion Award may not be considered for a subsequent award within five years of receiving the initial award; in addition, past recipients must show demonstrable progress in further advancing seafood sustainability goals. Finalists or candidates from a past year may be considered anew for the current year.

Nominations should be accompanied by a detailed written description of the accomplishments of the nominee – keeping in mind the purpose and characteristics described above – and an explanation of why those accomplishments merit a Seafood Champion award.

To submit a nomination for a 2011 Seafood Champion Award, nominators must answer the following question:

Please tell us, in 500 to 700 words, why you think your nomination (or why you think the person/organization you are nominating) deserves to be a 2011 Seafood Champion?

We are particularly interested in getting information about the following:

- How the nominee's efforts have made an exceptional contribution to improving seafood sustainability
- The nominee's overall creativity or initiative in addressing key environmental and social issues relating to responsible seafood production
- Ways in which the nominee has impacted the sustainable seafood

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market by raising awareness, among peers or consumers or through policy action

Nominations will be limited in length to the space provided on the online submission form. Nominations submitted by mail, fax or email should not exceed 700 words in length. Only complete nominations will be considered. Brief letters of endorsement or supporting materials (that cannot be included in online form) are welcome but not required.

All material/information submitted as part of the nomination process will be kept confidential. Candidates will only be informed of their nomination status in the interest of disclosure and in case they wish to provide information of their own (if not self-nominated). Pursuant to the selection committee's (comprised of an independent, international panel) final determination, Seafood Choices will announce the 2011 finalists and award recipients.

How to Submit Nominations

Please submit your nomination using the online form, found at:

<http://www.seafoodchoices.org/whatwedo/champions.php>

Deadline: November 12, 2010

If necessary, nominations will also be accepted by email, fax and mail, though we strongly encourage submissions via the online form. In case of submission by email, fax or mail: Include the name of the person submitting the nomination and the name of the person or organization being nominated along with the 700 word written justification (read the above guidelines carefully before composing and submitting your nomination). Be sure to provide contact information for both the nominator as well as the nominee, if different.

Email: Champions@seafoodchoices.org, with "2011 Seafood Champion Awards" in the subject line.

Fax: 301.495.4846

Mail: Seafood Choices Alliance, Attn: 2011 Seafood Champion Awards 8401 Colesville Road, Suite 500, Silver Spring, MD 20910 USA

Please direct media and other inquiries to Nadine Bartholomew directly via email (nbartholomew@seafoodchoices.org) or 301.495.9570.