



FOR IMMEDIATE RELEASE

Nancy Civetta • [Civetta Comunicazioni](http://CivettaComunicazioni.com)  
617-577-8098 • [nancy@civettacom.com](mailto:nancy@civettacom.com)

<b>Who:</b>	Blue Ocean Institute ~ <i>Fresh Inspiration for Ocean Conservation</i>
<b>What:</b>	Nation's first sustainable seafood texting service and PDA-formatted webpage
<b>When:</b>	Available now at <a href="http://www.fishphone.org">www.fishphone.org</a>
<b>Why:</b>	To supply millions of consumers with immediate access to information that encourages informed seafood choices
<b>Keywords:</b>	Sustainable Seafood, Marine Conservation, Consumer Education, Text Messaging, PDA Downloads

**BLUE OCEAN INSTITUTE INTRODUCES USER-FRIENDLY MOBILE TECHNOLOGY**  
*Consumers Make Sustainable Seafood Choices On The Go*

(East Norwich, N.Y....October 1, 2007) **Blue Ocean Institute**, a marine conservation organization that inspires closer relationships with the sea through science, literature, art and now technology, announces the launch of two novel services: **FishPhone**, the **nation's first sustainable seafood text messaging service** and **[www.fishphone.org](http://www.fishphone.org)**, a **mobile phone formatted webpage** designed to provide easy navigation and download capability for environmentally-conscious and tech-savvy cell phone and PDA users, e.g. BlackBerry® and Palm®.

"Our goal is to present solutions to a growing problem: general confusion over what's healthy and safe for people and what's best for ocean conservation," says Blue Ocean Institute president and co-founder **Dr. Carl Safina**. "Consumers have many questions. Blue Ocean now provides them with answers and guidance in new media formats that are convenient and accessible."

**FishPhone** text messaging service enables restaurant patrons, supermarket shoppers and chefs to make healthy, informed and sustainable choices when deciding which fish is right for them—and the environment. At the seafood counter or while contemplating a restaurant menu, consumers can **text 30644** with the **message FISH** and the **name of the fish in question**, and within seconds FishPhone will text back with Blue Ocean's environmental assessment. (Standard text messaging rates apply.)

Information is available for **over 90 species** and includes better alternatives to fish with significant environmental concerns. **Ranking** is determined by Blue Ocean's evaluation of species' life history, abundance in the wild, habitat concerns, and catch method or farming system. In cases where excess consumption could be potentially harmful, **important health advisory information** is included in the returned text message. For example, Blue Ocean indicates unsafe levels of **mercury** in species such as tuna and swordfish and similarly for **PCBs and dioxins** in farmed salmon.

The new cell phone and PDA-formatted website, **[www.fishphone.org](http://www.fishphone.org)**, allows mobile web users to access Blue Ocean's comprehensive list of seafood rankings, putting valuable seafood information at their fingertips. While visiting FishPhone.org, users can also download a PDF copy of the newest edition of its **Guide to Ocean Friendly Seafood** to reference on their handheld devices at any time. The seafood guide, which was the first of its kind, translates marine conservation information into easy-to-understand language

detailing the most popular fish species. Future plans for the site include the addition of simple seafood recipes and wine pairings.

Blue Ocean's FishPhone partner, [Mobile Commons](#), estimates there are more than **230 million mobile users** in the United States alone, and most of them are texting. "We can reach more people with these new technologies," Safina says, "inspiring them to make good choices for themselves and for the ocean."

Blue Ocean Institute invites users of these services to provide [feedback](#) and share information on how they make seafood-purchasing decisions. Every 50th person to respond will receive a free gift. For more information on Blue Ocean Institute, FishPhone and the *Guide to Ocean Friendly Seafood*, visit [www.blueocean.org](http://www.blueocean.org).

### **About Blue Ocean Institute**

Founded in 2003 by MacArthur Fellow Dr. Carl Safina ([www.carlsafina.org](http://www.carlsafina.org)) and Mercédès Lee, Blue Ocean Institute developed the first sustainable seafood guide (and made it scientifically transparent) and forged a significant, rapidly expanding sustainable seafood movement. Blue Ocean develops conservation solutions that enlighten personal choices, instill hope and inspire people to take action in a growing effort to restore living abundance in the ocean. Dr. Safina's award-winning work has inspired Blue Ocean's many programs including From Sea to Table, Schooling Chefs, Safe Seas, and Sea Stories. Please visit [www.blueocean.org](http://www.blueocean.org) for program details.

### **About the *Guide to Ocean Friendly Seafood***

The Blue Ocean Institute *Guide to Ocean Friendly Seafood* contains color-coded sustainability rankings for popular seafood based on the species' abundance and the way they are caught or farmed. Fish that are ranked "green" are considered abundant or are caught/raised in an environmentally responsible manner, while fish with red rankings are nearly depleted or caught/raised in ways that harm the environment. The guide also contains information on mercury and PCB health risks. In 2007, Blue Ocean Institute launched a campaign to distribute five million copies of the newest edition of this wallet-sized guide and introduced a text messaging service and a PDA-formatted sustainable seafood website, [fishphone.org](http://fishphone.org), for mobile phone users.

###