



FOR IMMEDIATE RELEASE

November 24, 2011

First Annual

FISHERMEN HELPING KIDS with CANCER

HERRING SALE

Saturday, December 3rd and Sunday, December 4th

Richmond, BC: BC's commercial fishing community is proud to announce their first annual charity herring sale that will take place on Saturday, December 3rd and Sunday, December 4th between 7am and 4 pm (or until sold out!) at the south end of Trites Road in Steveston, Richmond, BC (12740 Trites Road). This sale is open to the public with absolutely all proceeds being contributed to the BC Children's Hospital Foundation to support children with cancer.

A group of friends within the local fishing community who have had several loved ones battle cancer, especially children, recently decided that they were determined and committed as a team to provide support for children suffering from cancer. Inspired by the ever popular charitable herring fishery that was a tradition in BC for over 50 years until 2007 and raised over \$250,000 for orphaned children, the group set to work to organize a charitable herring sale this season.

Event spokesperson and BC fisherman, Harvey Gifford says, "We started as a small group of fishing friends with a conviction to help kids with cancer and today are simply astounded by the overwhelming support that we have received from throughout the entire industry. All aspects of this event are being donated including the operation of the fishing vessel *Prosperity* and its fishing licence, fuel, fishing gear, ice, harbour facilities, unloading facilities and more. We are also grateful to all those who have come forward to volunteer their time to take on the many roles involved to put on the event from distributing posters around town to bagging the fish for sale. We are so proud to say that with such tremendous support, we can fully provide all proceeds from the herring sale to the BC Children's Hospital Foundation."

The *Prosperity* will harvest 60 tonnes of herring from the nearby waters of the Gulf of Georgia and deliver this wonderfully fresh and delicious fish to the dock for sale at \$10 for a 20lb bag of herring. Or bring your own bucket! Cash only please.

Pacific herring are beautiful fin fish with bluish green colouration on their backs and shiny silver sides and bellies. They are on average 18 cm (7 inches) long and weigh on average 110 g (1/4 lb) each. Their soft, off-white flesh with high oil content offers a wonderful full flavour and lends itself perfectly to many preparations including pickling, smoking, canning and salting. Frank Pabst, Executive Chef at Vancouver's award winning Blue Water Cafe, believes herring are a true discovery for the home cook. He is pleased to share two of his favourite herring recipes to provide inspiration: Cured Herring Tartare *with Granny Smith Apple, Red Onions and Coriander* (photo attached), and Grilled Herring *with Fingerling Potatoes, Savoy Cabbage, Bacon and Caraway*.

For those who wish to support the cause but aren't able to purchase herring during the weekend, contributions can be made directly to the BC Children's Hospital Foundation by following the link: <https://secure.bcchf.ca/SuperheroPages/main.cfm?Event=ICE&Member=19160>.

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For event information:

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FAST FACTS!

Date

Saturday, December 3rd
Sunday, December 4th

Time

7am – 4pm
Or until sold out!

Location

South end of Trites Road in
Steveston, Richmond, BC
(12740 Trites Rd)

<http://mapq.st/rLcGJM>

Price

\$10 for a 20lb bag
Or bring your own bucket.

Payment

Cash only please.

To Volunteer, E-mail

fhkwcvolunteer@gmail.com

Event Updates

Visit us on Facebook
(Fishermen Helping Kids
with Cancer)