



For Immediate Release

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Sugar Magnolia Spicing Up Seafood Throwdown for the Fourth Season

Gloucester, MA – Seafood Throwdown returns to the Cape Ann Farmer's Market at Stage Fort Park on Thursday, July 21st at 4 p.m. This marks the fourth season for this popular cooking contest where the fish always wins and consumers are inspired to think about the role our fishing communities play in ocean conservation. Missy Sallah will once again bring her team from Sugar Magnolias on 112 Main Street to defend her undefeated title as the "Reigning Queen of Seafood Throwdown" for the fourth year. She will be competing against Julie Ann Geary with the team from Classic Cooks Catering at 10 Blackburn Center. No stranger to cooking, Julie has been in the catering and cooking business for thirty years. We will again be joined with Steve Parkes and his popular demonstration of how to fillet a fish - successfully, Joey Ciaramitaro of Good Morning Gloucester, and Peter van Ness of GimmeSound.

Judging this event will be a member of the Gloucester Fishermen's Wives Association and Heather Fraelick, a local foodie and fitness expert. The dishes created by Missy and Julie will be judged on taste, use of the whole animal, originality and presentation.

Seafood Throwdown is a brainchild of the partnership between the Cape Ann Farmer's Market and NAMA, the Northwest Atlantic Marine Alliance. Originally conceived as a tool to promote a Community Supported Fishery, or "CSF" here in Gloucester, the successful program has now expanded to over 20 CSFs throughout North America (visit www.localcatch.org for more details). The local CSF, Cape Ann Fresh Catch, is a project of the Gloucester Fishermen's Wives Association and is in its third year of operation and delivering to a far greater audience than just Cape Ann with 16 Greater Boston distribution points now being served.

As well as promoting the CSF concept, the Seafood Throwdown brings home the message that "Who Fishes Matters" and that principled choice driven by an educated consumer is a way of promoting needs of both ecological and economic realities. The Market opens at 3pm, the contest starts at 4pm and don't forget - the parking is free on market days.

A second Seafood Throwdown at Cape Ann Farmers Market is scheduled for August 11th. Once again this year the Seafood Throwdown season is being kicked off in New York at the Grand Army Plaza Greenmarket in Brooklyn. Other events are scheduled for New Bedford Working Waterfront Festival, Martha's Vineyard, New Hampshire's Fishtival and the Common Ground Country Fair in Maine, amongst others. Visit www.namanet.org for more details.

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