



## THE FIRST EVER ALASKA WILD SALMON DAY IS AUGUST 10

*Seafood lovers everywhere can celebrate Alaska's beloved wild fish with the hashtag #AskforAlaska*

**Juneau, Alaska – August 9, 2016** – Alaska's bounty of natural, sustainable and wild salmon are finally getting the spotlight with the first ever Alaska Wild Salmon Day on August 10. Proclaimed by Alaska Governor Bill Walker, August 10 will annually honor Alaska salmon as the quintessential taste of summer and the gold standard of salmon. To participate in Alaska Wild Salmon Day, salmon lovers worldwide are encouraged to share photos of wild Alaska salmon via their social channels with the hashtag #AskForAlaska – whether it be at home, in restaurants, or at the grocery store. Salmon fans in central parts of Seattle, Anchorage and Juneau can have even more fun celebrating Alaska Wild Salmon Day through the use of a special Snapchat geofilter, which will be active throughout the day and available within the Snapchat mobile app.

As the number one source of wild salmon in the world, Alaska's king, sockeye, coho, keta and pink salmon make up more than 90 percent of all the wild salmon harvested in the United States. As mandated by the Alaska State Constitution, Alaska's fishing methods are among the most sustainable in the world to guarantee that **Alaska salmon is natural, sustainable and of the highest quality.**

For those looking to celebrate the taste of Alaska salmon in their home kitchens, some of the nation's top chefs have developed delicious recipes showcasing the flavorful fish:

- Chef Mandy Dixon of Homer, Alaska: [Alaska Salmon Burgers with Rhubarb Chutney](#)
- Chef Maria L. Hines of Seattle, Washington: [Alaska Salmon and Lacinato Kale with Apple Bacon Vinaigrette](#)
- Chef Rick Bayless of Chicago, Illinois – [Chipotle-Glazed Wild Alaska Salmon with Spicy Peanut Salsa](#)
- Chefs Mary Sue Milliken and Susan Feniger of Los Angeles, CA - [Border Grill Grilled Alaska Salmon Tacos with Corn Relish](#)

For additional inspiration in the kitchen, YouTube Creator Justine Ezarik aka [iJustine](#) created a video demonstrating how to cook wild Alaska sockeye salmon with herbs and garlic using a simple recipe from the [Alaska Seafood](#) website.

“Alaska is home to some of the healthiest stocks of wild salmon in the world and as Alaskans, we take great pride in making sure our pristine waters continue to provide the best tasting, highest quality salmon for generations to come,” said Alaska Seafood Communications Director Tyson Fick. “We’re excited to have an official holiday to recognize our heritage and the chance to share it with the world through the hashtag #AskforAlaska.”

For more information on wild Alaska salmon, visit [www.wildalaskaseafood.com](http://www.wildalaskaseafood.com) and follow Alaska Seafood on [Facebook](#), [Twitter](#) and [Instagram](#). For more reasons why to #AskForAlaska, check out [7 Reasons to Ask for Alaska Seafood](#).

**About Alaska Seafood:**

The Alaska Seafood Marketing Institute (ASMI) is a partnership of the State of Alaska and the Alaska seafood industry. ASMI works to promote the benefits of wild and sustainable Alaska seafood and offer seafood industry education. For more than 50 years, Alaska has been dedicated to sustainable seafood. It's so essential to our way of life that our constitution mandates that fish are "utilized, developed and maintained on the sustained yield principle." The seafood industry is Alaska's largest private sector employer, and as a result, Alaskans understand the need to protect the fisheries and surrounding habitats for future generations. We're proud of our leadership in sustainable management, which has led to an ever-replenishing supply of wild seafood for markets around the world.

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