



# Media Release

## FOR IMMEDIATE RELEASE

June 3, 2010

FISHERIES/AQUACULTURE--Experience Seafood Like Never Before Contest

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Nova Scotia is promoting its signature Catch Seafood Festival with a creative contest that uses innovative animation technology.

Using a black and white fish icon, available in festival ads and materials, participants can make an animated fish come to life with a webcam.

"There is a lot to be excited about when it comes to seafood in Nova Scotia and we are using this promotion to reflect that," said Sterling Belliveau, Minister of Fisheries and Aquaculture. "We are using innovative technology to promote our seafood industry, which creates good jobs and helps grow the economy."

The promotion features a fish icon that entrants flash in front of a webcam, while viewing the contest site. An animated fish then tells contestants if they won the daily prize package of festival tickets, a Silva harbour sail and Taste of Nova Scotia basket.

The fish icon can be found in ads for the festival or at [www.novascotiaseafoodfestival.ca](http://www.novascotiaseafoodfestival.ca). Those without webcams can enter by sending their name and address to Catch Seafood Festival, 1496 Lower Water St., Halifax, N.S., B3J 3R5. Full contest rules are available online.

The grand prize draw for an ultimate seafood kitchen party will be June 20 at the Catch festival at the Cunard Centre in Halifax.

The Catch Seafood Festival is a premier showcase of the best of Nova Scotia culture, the world's freshest seafood, locally produced fine wines and musical entertainment.

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FOR BROADCAST USE:

Nova Scotia is promoting its signature Catch Seafood Festival with a creative contest using animation technology.

Using a black and white fish icon found in festival ads and contest materials, participants can make an animated fish come to life with a webcam. He'll tell you if you're a winner.

Fisheries and Aquaculture Minister Sterling Belliveau says

there is a lot to be excited about when it comes to seafood in Nova Scotia and they are using innovative technology to reflect that in promotions.

Prizes are being awarded daily and the grand prize draw for an ultimate seafood kitchen party will be June 20th, during the Catch festival at the Cunard Centre in Halifax.

For more on the contest or the festival go to w-w-w dot nova scotia seafood festival dot c-a.

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