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Contact: Linda Cornish
lcornish@seafoodnutrition.org | 703-579-6715

Captain Keith Colburn of *Deadliest Catch* Becomes Ambassador for Seafood Nutrition Partnership

WASHINGTON, DC – Captain Keith Colburn, one of the stars of the hit television series *Deadliest Catch* on Discovery Channel, has become an Ambassador for the nonprofit organization Seafood Nutrition Partnership (SNP). In this role he will help to raise awareness among the public about seafood's essential nutritional benefits.

“Seafood has meant everything to me, not just in my professional career, but in my own day-to-day life,” says Colburn. “I’ve always been a believer in the power of seafood for heart health and other benefits, and I’m proud to be able to work with Seafood Nutrition Partnership to get more people on board with seafood in their diets.”

Based in Seattle, Captain Colburn is a commercial crab fisherman who has spent 30 years fishing virtually every fishery in Alaska. At the helm of his crab fishing vessel, *The Wizard*, he has built a reputation as one of the Bering Sea's most successful crabbers. He is also known as a tireless advocate for sustainable fisheries, speaking around the United States and abroad about the value of American fisheries and the health benefits of seafood.

“Keith is a longtime friend and I not only have great admiration for his tough work out in the deep oceans, bringing seafood to our fellow Americans, but also for the passion he has for the industry,” says SNP board member Detlef Schrempf. “Those of us on the Board of the Seafood Nutrition Partnership are honored that he has become one of our Ambassadors, and will use his influence to champion our message of good health through seafood.”

SNP Ambassadors are high-profile individuals who have a passion for health and wellness, seafood nutrition, and addressing America's public health crisis. Colburn becomes the fourth such Ambassador for SNP, joining Kelly Armetta, executive chef at the Hyatt Regency Boston; Jeff Cowles, research chef with Kerry Americas and chef-member of the Research Chefs Association; and Ben Smith, an award-winning chef, author, educator, and restaurateur based in Memphis, Tenn.

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About Seafood Nutrition Partnership

Seafood Nutrition Partnership (SNP) is a nonprofit organization whose mission is to inspire a healthier America through partnerships that raise awareness about the essential nutritional benefits of eating seafood. Through its education efforts, the organization aims to help Americans gain the skills to select, order and prepare fish and shellfish, and to inspire a healthier America by promoting a nutrient-rich diet that includes seafood. SNP is a member of the Clinton Global Initiative and the NCD Roundtable. More information is available at SeafoodNutrition.org.