



# Press Release

Contact: Sarah Graham  
Phone: (831) 901-0387

FOR IMMEDIATE RELEASE  
9 A.M. EDT, June 1, 2008

***OLD FISHERMAN'S GROTTO, PRINCESS MONTEREY WHALE WATCHING AND RANDY'S  
FISHING TRIPS PAVE THE WAY TO A SUSTAINABLE FUTURE FOR MONTEREY.***

*"Our family has lived and worked off the Monterey Bay for two generations. We have the responsibility to give back to the ocean and its animals. We are making a stand that we will be doing our part to conserve the heritage and culture of the Monterey Bay."*

*-The Shake Brothers*

*"It was an easy choice to make. As a matter of fact we have been green since 1949, have you seen the color of my shop inside and out, I have always been green. My business has always been run on a sustainable level, fishing and nature tours, but now we have changed a few small things like lights and paper to show how we do care and will continue to do our part protecting the Monterey Bay."-Peter Bruno*

MONTEREY, CA, JUNE 1, 2008: What do a fishing business, a whale watch and a restaurant have in common? Together they are trying to create a better, more sustainable future for us all. Old Fisherman's Grotto, Princess Monterey Whale Watching and Randy's Fishing Trips are spearheading the creation of Geotourism (a concept created by National Geographic) for Monterey Bay. How? All three businesses were the first on Fisherman's Wharf in Monterey to receive the Green Business Certification by the Monterey Bay Green Business Program in April 2008. Their businesses were already running green and environmentally

friendly. With a few changes such as energy efficient light bulbs and employee training in green policy they have started a movement on the wharf in Monterey with other restaurants and shops following their lead.

Randy's Fishing Trips fishing methods (hook and line fishing) have been dubbed by the Monterey Bay Aquarium Seafood Watch Program as an environmentally responsible fishing method. In 2007 Randy's created the first 'sustainable' tour, Randy's Photo Expeditions [www.randysgotphotos.com](http://www.randysgotphotos.com). Randy's Photo Expeditions cater to photography enthusiasts from the novice to the professional. By providing a specific need of marine photography, Randy's helps limit the boats (carbon footprint) on the bay. A professional photographer leads the trip helping everyone with their photographic needs.

Princess Monterey Whale Watching created the first and only ecotour in the Monterey Bay, Pacific Explorer Ecotours [www.exploremontereybay.com](http://www.exploremontereybay.com). Pacific Explorer Ecotours is a 4.5-5 hour whale and dolphin excursion to observe, compare and learn about the marine life in the Monterey Bay from the smallest creature (plankton) to the largest existing on our planet Earth (the Blue Whale). Pacific Explorer Ecotours show how our daily lives can affect the ocean and its inhabitants and in full circle how it affects our daily lives in both positive and negative ways.

Old Fisherman's Grotto [www.olderfishermangrotto.com](http://www.olderfishermangrotto.com) has been an enthusiastic supporter of the Monterey Bay Aquarium's Seafood Watch Program since 2002, and was honored with the Aquarium's *Cooking for Solutions* award in 2004. When diners are seated at the Grotto, they are presented with The Monterey Bay Aquarium's *Seafood Watch West Coast Seafood Guide*, a guide informing customers of the acceptable, sustainable seafood choices. Old Fisherman's Grotto has made a commitment to serving only sustainably harvested seafood.

-End-