

Salmon Water Now Press Release

New Video Series Brings Fishing Community Perspectives to California Water Debate

Latest Release, "Science, Politics, and Salmon" Calls on Senator Feinstein to Stop Playing Politics With Sacramento-San Joaquin Bay-Delta

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Watch the Video:

YouTube: <http://www.youtube.com/watch?v=Gc5LC3HGWgE&fmt=18>

Vimeo: <http://vimeo.com/8163239>

San Francisco, CA - Salmon Water Now, a collaboration between fishermen and media professionals, has released a new series of videos to raise awareness of the plight of wild salmon, salmon fishermen, and coastal communities dependent upon healthy freshwater flows in the Sacramento-San Joaquin Bay-Delta. Salmon Water Now's latest release, "Science, Politics, and Salmon" describes how a toxic mix of agribusiness money and politics has worked for years to deny the river flows and science-based management needed to support the West Coast's vital salmon fishing industry. As a primary example, the video focuses on U.S. Senator Dianne Feinstein's (D-CA) recent controversial efforts to benefit her friend, campaign contributor, and agribusiness billionaire Stuart Resnick.

The video series comes in response to the general lack of fishing community perspectives in the traditional media's ongoing coverage of the California water debate. Fishing communities along one thousand miles of U.S. coastline in two states have lost hundreds of millions of dollars and thousands of jobs in the last two years due to salmon closures caused in large part by poor water management in the Sacramento Bay-Delta. These communities have a significant economic and cultural stake in the successful resolution of the water crisis. However, the mainstream media has devoted far greater attention to agribusiness interests in a handful of counties in California's Central Valley.

Salmon Water Now believes that the current water management in the Sacramento-San Joaquin Bay-Delta is woefully inadequate to restore the strong salmon runs that once formed the backbone of the fishing industry in California and Oregon. Great sacrifices

have already been made in the form of two consecutive closed salmon seasons, intense hatchery programs, large job losses in the fisheries sector, and raised seafood prices for consumers. All of these sacrifices will be made in vain as long as water, our most precious resource, continues to be mismanaged for the benefit of California agribusiness. Now is the moment for California to adopt sustainable, equitable water management that will restore the Bay-Delta's salmon runs, bring back jobs, save coastal communities, and foster a newfound value for precious freshwater flows.

For more information, please visit www.SalmonWaterNow.org

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