

## DAFFODIL OYSTERS: A Fundraiser for the Canadian Cancer Society



The advertisement is a rectangular graphic with a blue and yellow color scheme. On the left, a blue vertical band contains the text "SHUCK cancer" in white, a drawing of an oyster with two yellow bands around it reading "@DaffodilOysters" and "#SHUCKcancer", and "#SHUCKcancer" at the bottom. The main yellow area on the right features the text "Daffodil Oysters" in large blue letters, followed by "\$20 FROM EVERY CASE SOLD OF THE DAFFODIL OYSTERS WILL BE DONATED TO THE CANADIAN CANCER SOCIETY" in bold black letters. A small "Proud supporter" logo for the Canadian Cancer Society is in the top left of the yellow area. Vertical text on the left side of the yellow area reads: "Social Media Tags: @DaffodilOysters #SHUCKcancer", "ITEM #: 516338", "FARMED IN: PRINCE EDWARD ISLAND, CANADA", and "DISTRIBUTED EXCLUSIVELY BY: SEACORE SEAFOOD INC."

Toronto, ON February 4, 2017 - World Cancer Day - Seacore Presents @DaffodilOysters #SHUCKcancer #Canada150 @ShuckerPaddy

In support of The Canadian Cancer Research Foundation, Seacore has developed the @DaffodilOyster program where \$20 from every box of oysters will be donated to The Canadian Cancer Research Foundation. That's \$0.20 per Oyster!

The @DaffodilOysters are expertly aquacultured by George and Marlene Dowdle in New London Bay, PEI. Off bottom cultured, tumbled by the tides, and sweetened by PEI's legendary waters, these oyster are as much a pleasure to shuck as they are to eat, and serve to your guests!

Everyone has been affected by cancer in some way or another, and most recently, Marlene Dowdle was diagnosed with brain cancer. To support and help advance research as much as possible, Seacore has created this program to raise awareness, fund Canadian Cancer Research and feature the Dowdle's fantastic work on the water.

George and Marlene hand raise, and pack and band the oysters in every box. The #ShuckCancer "Reminder" Oyster Bands are placed on the oyster to remember - those we love, those we've lost, to get checked regularly for signs of cancer and to just enjoy life and to tell cancer to ShuckOff! Wear your Oyster bands proudly. Use, and reuse in daily life.



Instagram Post your best pics of your OysterBands @DaffodilOysters #ShuckCancer to support the team, and win prizes! Let's all wish Marlene and the Dowdle's the best, and shuck a whack of @DaffodilOysters!

Now it's up to you to do your part. Order the @DaffodilOysters through Seacore to help us #ShuckCancer!

Follow @DaffodilOysters and @ShuckerPaddy who is Patrick McMurray, Toronto's very own World Guinness Record Holder for Oyster Shucking on Instagram and Twitter.



### About Seacore Seafood Inc.

Seacore Seafood Inc. was established in 1987 in the Toronto, Ontario suburb of Vaughan in a 7,000 sq. ft. facility. The company has grown since its early days and is now located in a 75,000 sq. ft. state of the art facility to service its present clientele and to facilitate the growth of its other companies: OceanPrime, Fisherman's Depot and Seafood Depot. Seacore Seafood is an importer, distributor and custom processor of quality fresh and frozen seafood products. The wide variety of products consist of types of seafood from all over the world. The company purchases direct from the seafood source and whenever possible sources sustainable seafood in order to maintain control over the quality and freshness of our product. Quality products and excellent service combined have resulted in Seacore Seafood being a leading seafood company in Canada and one of Canada's Best Managed Companies since 2011. Please visit [www.seacore.ca](http://www.seacore.ca) to learn more about Seacore Seafood.

For further information, please contact:

Sal Battaglia | VP of Marketing

SEACORE SEAFOOD INC. | Tel: 905.856.6222 ext.253 | Email: [sal@seacore.ca](mailto:sal@seacore.ca)