

Protecting Our Wildlife



Wild Atlantic Salmon

(NAPSA)—For the magnificent Atlantic salmon, survival is an upstream battle.

Unlike the salmon sold in supermarkets and at fish counters—which are raised in cages on sea farms—the Atlantic salmon serves as a symbol of wild beauty, strength and perseverance. This majestic creature can leap 12-foot waterfalls and navigate through thousands of miles of treacherous ocean conditions to return to its birth river to spawn.



Photo Credit: Bill McMullon

The wild Atlantic salmon has fascinated and inspired humans since early times.

The salmon, however, is not returning to countless rivers and was actually listed as endangered in the U.S. in 2000. The reason? A barrage of human activities which are leading to the species' overall demise.

Fortunately, the Atlantic Salmon Federation (ASF), an international, nonprofit organization, is working to restore the wild Atlantic salmon to its traditional range between Connecticut and Labrador. To learn about ASF's conservation efforts, call 1-800-565-5666, visit www.asf.ca or write to Box 207, Calais, ME 04619 or Box 5200, St. Andrews, E5B3S8.