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**NORTHEAST SEAFOOD COALITION LAUNCHES IMPROVED, REDESIGNED WEBSITE**

**July 15, 2013—Gloucester, Mass.** Today, the Northeast Seafood Coalition (NSC), a non-profit commercial groundfish fishing industry membership organization, announced the redesign and launch of its website at [northeastseafoodcoalition.org](http://northeastseafoodcoalition.org). The redesign is part of an ongoing communications initiative to improve internal communications with NSC membership and external communications with media, political leaders and staff, fishing communities and other interested stakeholders.

The redesigned site serves to inform visitors about the Northeast Seafood Coalition, the organization's ongoing work, mission, events and latest initiatives. The site also features unique pages including a timeline of fisheries management measures and NSC's positions via public comments since the organization's inception. Visitors can also find out how they can support local fishermen and NSC. For instance, visitors can browse through recipes that feature local seafood, like the Gloucester Fishermen's Wives Redfish Soup which features Acadian redfish or Emeril Lagasse's Bacalhau a Gomes De Sa, a Portuguese dish made with Atlantic cod.

Also, Northeast Seafood Coalition members now have the ability to access in-depth information at their leisure, including policy updates and notices from the organization's leadership via "My NSC," a private, members-only area. "My NSC" will encourage members to collaborate, provide feedback to leadership, and be a portal for the free-flow of information. According to NSC Chairman of the Board of Directors John Bell, "The new 'My NSC' portion of our website is the front door to communications to our members about public policy. Keeping NSC members up to date is essential. It will be a vital tool to our membership."

The website redesign also unveils NSC's branding initiative, which better represents the organization. It features a new logo design and new, more modern coloring and typefaces.

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**About the Northeast Seafood Coalition:**

The Northeast Seafood Coalition is a non-profit organization representing over 250 commercial fishing entities, which hold over 500 limited access groundfish permits, in the northeast United States on political and policy issues affecting their interests as participants in the groundfish fishery and the Sector program in the Northeast multispecies groundfish fishery. NSC members are small, independent, entrepreneurial businesses that fish for—and support fishing for—cod, haddock, flounders, and other groundfish species along the northeast coast. NSC's fishing business members fish from small and large ports all along the northeast coast. They fish small, medium, and large vessels, and they employ all groundfish gear types.

NSC works for rules that embody real solutions to complex fishery problems.

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