



For Immediate Release  
June 12, 2009

Contact: Thom Householder, Front Burner PR  
Ph: 207-699-5501 [thom@frontburnerpr.com](mailto:thom@frontburnerpr.com)

## PORTLAND SHELLFISH RAISES FUNDS TO SUPPORT MAINE BREAST CANCER COALITION

*Volunteers and Portland Shellfish staff raise \$850 in proceeds  
from sale of crab and lobster rolls at Old Port Festival.*

**Portland, Maine** — Maine's Portland Shellfish this week donated \$850 to the Maine Breast Cancer Coalition (MBCC) in support of the group's efforts to provide services for underserved Mainers with breast health or breast cancer needs. Portland Shellfish volunteers, led by Portland Shellfish general manager John Maloney, were kept busy throughout the June 7 Old Port Festival selling crab and lobster rolls at Shaun McCarthy's Dock Fore to raise money for the MBCC.

Portland Shellfish president Jeff Holden made the donation to MBCC founding member and co-president Laurel Bezanson, presenting her with a check for \$850 at Portland Shellfish's headquarters.

"The Maine Breast Cancer Coalition is an outstanding group of volunteers who touch the lives of people throughout Maine every day," Holden said. "All of us at Portland Shellfish are proud to be able to support their valuable work."

Established in 1992, the Maine Breast Cancer Coalition is a non-profit, all-volunteer, statewide grassroots organization. It provides services for underserved people with breast cancer or breast health needs, advocacy for breast cancer research, and legislation and education to promote knowledge about breast cancer and care.

Since its inception, MBCC has raised over \$500,000 through grants and donations, and has helped over 1,000 people. All funds raised go directly to qualifying individuals, and administrative costs are covered through the Susan G. Komen Breast Cancer Foundation.

For additional information about this worthy cause, visit [www.mainebreastcancer.org](http://www.mainebreastcancer.org).

### **About Portland Shellfish ([www.pshellfish.com](http://www.pshellfish.com))**

Portland Shellfish is a leader in providing top-quality, fresh, frozen and pasteurized Maine Lobster, Jonah Crab, and Maine Shrimp products to retail and foodservice customers in the United States and over 20 countries worldwide. Portland Shellfish purchases and prepares Maine Lobster, Jonah Crab, and Maine Shrimp, all wild caught in the icy North Atlantic waters off the coast of Maine. Portland Shellfish's patented SeaLock® process and nitrogen freezing lock in taste and texture, delivering a product unmatched by any other fresh or frozen shellfish available on the market.

Photographs and additional product information are available for download at [www.frontburnerpr.com/portlandshellfish](http://www.frontburnerpr.com/portlandshellfish).

To schedule an interview with Portland Shellfish Founder and President Jeff Holden, contact Thom Householder at 207.699.5501 or [thom@frontburnerpr.com](mailto:thom@frontburnerpr.com).

# # #



**Portland Shellfish president Jeff Holden presents a check for \$850 to Maine Breast Cancer Coalition co-president Laurel Bezanson.**