

## **NEWS RELEASE**

### **BC Salmon Farmers Hire Notorious Multinational PR Firm Hill and Knowlton**

**February 21, 2003: For immediate release**

**VICTORIA, BRITISH COLUMBIA** - The BC Salmon Farmers Association (BCSFA) has hired the notorious multinational public relations firm Hill and Knowlton to provide "a whole range of communication services and media relations." Hill and Knowlton has been described as a "preeminent international spin machine." With 50 offices in 20 countries, affiliations with more than 70 associate companies, and more than 1,200 employees, it is one of the world's largest public relations firms.

"The fish farm industry has utterly failed to prove it is not a threat to BC's wild salmon and to the province's marine environment, so it has now resorted to hiring a multinational PR firm that specializes in representing totalitarian governments and corporate polluters. Hiring Hill and Knowlton speaks volumes about the real intentions of this industry and the lengths to which it will go to dupe the BC public," said Chris Genovali of Raincoast Conservation Society.

The Public Relations Journal has called Hill and Knowlton one of the "most formidable public relations/lobby machines in history." Among its "accomplishments," Hill and Knowlton helped set up the Tobacco Institute to promote cigarette smoking, helped the lead industry suppress public health concerns, helped US Gypsum dismiss asbestos worries, calmed the public after Three Mile Island, helped Exxon recover from the Valdez oil spill, helped restore China's image after Tiananmen Square, helped Pacific Lumber log California's ancient redwoods by distributing fake Earth First! material calling for violence and represented the Indonesian government regarding its human rights abuses on East Timor.\*

Hill and Knowlton is the same PR firm that helped sell the first Gulf War to the American public. They went so far as to help manufacture the now infamous 'babies on the floor' charade in which Iraqi soldiers were accused of having removed Kuwaiti infants from their incubators, leaving them to die on the hospital floor.\*

"You would think that the fish farm industry would have learned from the BC's forest companies that hiring expensive transnational PR companies does not make for better environmental practices and in fact it only increases public suspicion of an industry already suffering from a lack of credibility," stated Ian McAllister of Raincoast.

\*Source - Corporate Watch ([www.corporatewatch.org](http://www.corporatewatch.org))

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