Giving Catfish a "Home for the Holidays"

CHICAGO (December 16, 2016) – Stumped about what to buy that person who has everything? How about a pet with all the perks and none of the hassle? This holiday season, Friends of the Chicago River is encouraging everyone to “adopt” a baby catfish. A symbolic adoption supports the organization’s clean water initiatives, educational outreach programs, and groundbreaking habitat restoration projects—which include the release of 277,000 channel catfish into the Chicago River to replenish their numbers and improve the river’s ecosystem. A Chicago River catfish adoption kit includes a personalized certificate, catfish photo and stickers, fact sheet, and membership. It’s unique, eco-friendly, and a gift that gives back—by helping the river we rely on for kayaking, canoeing, sightseeing, commerce, and so much more.

“Going green for the holidays offers a creative alternative to the usual holiday spending and shopping,” explains Margaret Frisbie, executive director of Friends of the Chicago River. “This approach reduces consumer waste while giving kids and families a fun way to learn about their local environment. It also keeps wildlife—from channel catfish to the many other species of fish and birds that call the river home—happy, healthy, and thriving.”

If you’re looking for an extraordinary stocking stuffer with a local twist, consider adopting a catfish today. Place your order before 5 p.m. on Wednesday, December 21 and Friends of the Chicago River will send your adoptee a certificate before the holiday weekend.

To find out more about Friends’ Adopt a Catfish initiative, visit http://www.chicagoriver.org/get-involved/donate/adopt-a-catfish
Founded in 1979, Friends of the Chicago River is an award winning nonprofit organization whose mission is to improve and protect the Chicago River for people, plants, and animals. With over 6,000 members, volunteers, and online advocates, Friends works to make the river greener and more accessible, while building awareness of the benefits that a clean, healthy river can bring to communities across the watershed. Friends of the Chicago River is working to make the Chicago River one of the world’s greatest metropolitan rivers. For more information on Friends of the Chicago River, please visit our website: www.chicagoriver.org.