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Taku River Reds celebrates release of new video as it prepares for 10th season distributing wild Alaska salmon

Juneau, AK -- A family-run business based in Juneau, Alaska, Taku River Reds has been producing premium quality wild Alaska salmon for the last decade, shipping their catch directly to customers around the world. As it prepares for its 10th season, Taku River Reds is excited to announce the release of its **[new, short video](#) done in collaboration with Travis Rummel of Felt Soul Media, maker of the award-winning documentaries “Red Gold” and “DamNation,” and George Knowles with Goodie Pocket Films.**

Inspired by growing public interest in where food is from, the video captures the story of Taku River Reds’ salmon and its fishing families. Driven by their shared passion for salmon and their love of Alaska, the Petersons, Hardcastles, and Warrs only work with local fishermen willing to pressure bleed their salmon and meet Taku River Reds’ rigorous quality standards. In return for their effort, Taku River Reds’ fishermen are paid higher prices for their carefully handled fish.

As they’ve grown and gained new markets around the country, Taku River Reds has started to actively help its buyers educate consumers about Alaska’s salmon and story. In early April, Taku River Reds co-owner and fisherman Kirk Hardcastle will travel to Stanford University to co-host an inaugural Sustainable Seafood Festival with Stanford students, student housing co-ops, and faculty. **“We want to be sure that anyone eating our salmon remembers that there’s a story behind that piece of fish they’re about to enjoy. We want them to feel connected to where their salmon is from and the people who harvested it,”** explains Hardcastle.

Taku River Reds will use its new video not only to help its current markets, but to also increase broader consumer awareness and appreciation for wild Alaska salmon and pristine watersheds like the Taku River. “We hope our video can serve as a reminder that every wild salmon has a story,” notes Hardcastle.

For more about Taku River Reds visit www.taku-salmon.com and follow them on Facebook at Taku River Reds and on Twitter and Instagram [@takusalmon](#).

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