



James O. Fraioli

EXCLUSIVE

James O. Fraioli is the award-winning author of *Ocean Friendly Cuisine: Sustainable Seafood Recipes from the World's Finest Chefs*. His newest cookbook, *Trattoria Grappolo*, won the coveted Benjamin Franklin Award in Los Angeles. He is also an experienced journalist and travel writer with more than 200 feature articles and eighteen magazines to his credit.

Fraioli's involvement in sustainability and the environment spans 20 years, and he continues to reach the public through his literary achievements. On the seafood sustainability front, Fraioli is an advocate on protecting and managing our fragile oceans, and works regularly with the Monterey Bay Aquarium's Seafood Watch Program to help educate and bring awareness to those who still think our seas are an inexhaustible resource.

Seasoned, skilled and known for both the speed and grace of his writing, Fraioli's literary work reflects a wide variety of subjects, from sustainable cooking to outdoor adventure. His publications have appeared on Martha Stewart Living Radio, Discovery Channel, The Ellen DeGeneres Show, and The Food Network; presented at the White House, and featured in a variety of periodicals including Forbes Traveler, The San Francisco Chronicle, and The New York Times.

Author James O. Fraioli is full steam ahead entering 2009. His Food Festivals of Italy won the coveted 2008 Gourmand Cookbook of the Year Award in December, which now competes with other countries for the Gourmand Cookbook of the World Award. Fraioli is also busy working with marine advocate Jean-Michel Cousteau on the first of a five book series that takes kids on exiting adventures around the globe. In the first title, *Polar Ice*, boys and girls board a large icebreaker destined for the Arctic Ocean where children follow clues and help Jean-Michel locate and collect the mysterious Dumbo Octopus while encountering polar bears, walrus, killer whales, and deep-water sharks. Fraioli has three other books hitting store shelves later in 2009, with four more slated for 2010. On the theatrical side, Fraioli is currently co-producing a television special with the National Geographic Channel about the Texas prison system. The program airs this summer on NatGeo TV!

Fraioli often joins forces with many biologists, researchers and scientists from around the globe, including Australia's Undersea Explorer and The Great Barrier Reef Marine Park Authority, Jean-Michel Cousteau and Ocean Futures Society, the Monterey Bay Aquarium, Project Amazonas, Rodney Fox Shark Expeditions, The South African White Shark Research Institute, and the St. Louis Zoo. He has served on the Board of Directors for the Seattle Aquarium, and has spent considerable time studying flora and fauna in Alaska, Australia, Baja California, Canada, Central and South America, Germany, South Pacific, Mexico, New Zealand, East and South Africa, Tanzania and Tasmania. Fraioli has also written and produced documentaries based on his expeditions into the Peruvian Amazon and tagging great white sharks off South Africa and South Australia. His material continues to air on the Discovery Channel.

Prior to his fulltime writing career, Fraioli spent ten years in the motion-picture industry as a writer and director assistant for Walt Disney and Warner Bros. On the film and television side, Fraioli is currently co-producing a TV special about the Texas prison system, which he developed with the National Geographic Channel.

Fraioli is a graduate of the University of Southern California, and resides with his wife, Cindy, in Santa Barbara, California. When not working on his next book, Fraioli is a rescue scuba diver, avid fly-fisherman, and a gourmet chef.

PRESENTATIONS:

Ocean Friendly Cuisine: Sustainable Seafood for Today and Tomorrow

Press Release Information available from TalentPlus GREEN include the following in PDF format:

- Italian cookbook wins Benjamin Franklin Award
- A HAND UP—Turning Dollars Into Dreams