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Bubba Gump Loves Wild Alabama Gulf Shrimp

Winston Groom supports cause

(Point Clear, Alabama) Winston Groom jumped at the chance to join the campaign in support of Wild Shrimp last year – and it wasn't just because his fictional "Bubba Gump Shrimp Company" had become a household name. The author of the 1994 smash film "Forrest Gump" had long family ties to Alabama's shrimp and seafood industry.

"I've seen what these guys have had to struggle with – facing foreign imports that just cut the prices out from under their feet," offers Groom from his home today in Point Clear, Alabama. "One of my best friends was the manager at one of the biggest old-time seafood houses in Bon Secour. The consumer is often just not aware what they're getting in the restaurant or the grocers' display is not caught from the bays or the Gulf but comes from ponds thousands of miles away."

Groom became the official spokesman of the Eat Alabama Wild Shrimp campaign as the seafood industry launched a 2004 awareness campaign. Radio and television commercials featuring Groom – and his depiction of Forrest's famous line on "fried shrimp.... boiled shrimp...grilled shrimp..." – ran statewide in Alabama. The commercials will be seen again this fall as the consumer awareness campaign is re-energized with help from another familiar Gulf Coast face – Lucy Buffett.

Groom is the author of ten books, including the best-selling Forrest Gump, Gump & Company, and Gumpisms: The Wit & Wisdom of Forrest Gump. He also wrote the acclaimed Vietnam War novel Better Times Than These, as well as the prize-winning novel As Summers Die, the prize-winning Civil War history Shrouds of Glory, and the Pulitzer Prize nominee Conversations with the Enemy. He lives in Point Clear and the mountains of North Carolina with his wife Anne-Clinton and daughter Carolina.

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Eat Alabama Wild Shrimp (EAWS) devotes its resources to raising the public awareness about the many benefits of Alabama Wild Shrimp. It is intended to educate the consumer about the advantages of asking for Alabama Wild Shrimp that is raised naturally, caught fresh, and that supports the Alabama seafood industry. Its goal is to market Alabama Wild Shrimp through grocery stores, markets and restaurants. More information about Alabama Wild Shrimp is available at www.eatalabamawildshrimp.com.