

FOR IMMEDIATE RELEASE:

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New Family Fishing Festival Coming to Barrie

Barrie, ON - The Rotary Club of Barrie-Huron is pleased to announce the launch of the Barrie Fall Fishing Festival in Kempenfelt Bay for the fall of 2011. This event is a Live Catch & Release perch fishing event, to attract not only avid anglers but also to encourage amateur participation too! The festival runs from Friday September 23rd to 5 pm Sunday October 2nd, 2011. It will feature a planned prize board of both cash and merchandise estimated to be in excess of \$50,000.00 including a grand prize estimated to be in excess of \$10,000.00 cash value! Daily cash prizes will be awarded for up to 100-tagged perch with a minimum value of \$100.00 to a maximum value of \$2500.00.

100 tagged Perch have recently been released into Kempenfelt Bay giving anglers an opportunity between now and spring 2011 to win a free entry for next fall's inaugural event, when they turn their live tagged fish into Rack N' Reel on Innisfil Street in Barrie, ON.

One tagged perch from the test run has already been turned in to Penny Curtis of Rack N' Reel (formerly Simcoe Bait and Tackle) on Innisfil Street in Barrie. Penny is "excited about the upcoming tournament and expects a lot of interest from her customers".

"Fishing is big business! About 1.27 million anglers fish in Ontario each year and these anglers spend more than \$2.5 billion dollars annually on fisheries-related expenditures", said Kathleen Trainor executive director of Tourism Barrie. "Lake Simcoe has a huge variety of fish like no other lake in Ontario. The fall season is best for bass and pike fishing and a great time to catch schooling perch. Barrie is the perfect location for a fall fishing festival and a great opportunity to showcase our spectacular lake on Barrie's beautiful waterfront," added Trainor.

Wil Wegman of the MNR stated that "perch are the primary species in Kempenfelt Bay out from Barrie – so this species is a good one to target. The great thing about the Barrie location is that your city has the finest waterfront on the lake, which does cater to shore anglers more so than anywhere else on Lake Simcoe...it's great to know that the shore angler can be involved with this event as well as those fishing from a boat launching at Tiffin".

The Rotary Club of Barrie-Huron hopes this annual event will achieve the full support of the community and eventually be as successful as both the Orillia Perch Festival and the Owen Sound Salmon Hunt, which attract 4000-6000 anglers annually.

Rotary international and the Rotary Club of Barrie-Huron are not for profit organizations and 100% of the proceeds from this event will be utilized for both local and international Rotary projects.



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2011



The Rotary Club of

Barrie Huronia

2011 SPONSORSHIP OPTIONS

Barrie Fall Fishing Festival

September 23rd to October 2nd

Executive Summary

The BFFF was born with the idea of providing an event to showcase Barrie, the natural beauty of Kempenfelt Bay, and the exceptional offerings of our hospitality industry during the early fall. This is your chance to be on the ground floor of a community festival which is conservatively anticipated to bring 3,000+ registrants to Barrie in our first year.

A portion of the funds raised from this event will be reinvested back into the health and well being of the fisheries in both Kempenfelt Bay and Lake Simcoe.

The Barrie Fall Fishing Festival has garnered the full support of local media. This event will be well known with an advertising campaign valued at over \$150,000, with extensive advertising and public relations tactics planned throughout the spring and summer.



Major media exposure on television with "A" Channel, Radio with ROCK 95 and KOOL FM, and Print Media with Metroland publications such as the Barrie Advance. Other marketing efforts will include outdoor advertising, a booth at the Toronto Sportsman Show, Internet exposure on various web sites; your company name will definately be remembered.

Additional marketing activities will be announced as this event progresses.

The prize board is set at in excess of \$50,000.00 for participants.

www.bfff.ca

The Rotary Club of Barrie Huronia

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