

Rocky Madsen of Full Limit Inc., parent company of the **Georgina Fishing Series** is proud to announce they will be paying out a guaranteed **\$60,000.00** in cash and \$10,000 in prizes over their four events.

In the past we have marketed the **Canadian Ice Fishing Championship, the Winter Perch Attack, The Great Georgina Ice Fishing Derby and the new Spring Perch Attack** across Canada and the USA as separate events. Now we will be promoting all four events under the common banner of the **Georgina Fishing Series** in order to provide more recognition and impact.

With the promotional and financial backing of the Town of Georgina and the \$37,500 "Celebrate Ontario" grant awarded to us by the Ontario Ministry of Tourism, we will be able to guarantee \$60,000 in prize money, the largest purses ever paid out for perch tournaments. The focus of the **GFS** is to promote fishing and recreation in the town of Georgina, thus boosting the local tourism and the businesses that depend on it. The GFS will encompass four local popular events which will now be promoted on a year round basis.

Our event schedule is as follows:

### *16th Annual*

#### **THE CANADIAN ICE FISHING CHAMPIONSHIP**

**February 20 & 21, 2010 Cost \$275.00**

This is a two-day tournament where teams of two anglers fish for multi species of fish and compete for the Georgina Cup and a purse of **\$25,000.00** in cash and \$10,000 in prizes. This year the first place team will collect a **\$10,000** first prize.

There is a total purse of **over thirty five thousand** in cash and prizes.

There are also three gala evenings where anglers meet for registering/rules, presentations, awards, prizes and good times.

CIFC was born out of the 1992 World Ice Fishing Championship and is today central Canada's most prestigious winter tournament.

### *5th Annual*

#### **Winter PERCH ATTACK ICE FISHING TOURNAMENT**

**March 7, 2010 Cost \$200.00 Per team**

This is a one-day tournament where anglers fish for perch only in sanctioned parts of the lake. The format seems to be quite popular with the anglers as it is run the same as the summer tournaments. Anglers blast off by team number from our starting point on shore, on their snowmobiles/ATVs, or even walk, to their favourite fishing areas. They are allowed to fish anywhere in our designated area (usually 5 to 10 sq. miles). This tournament is an all cash payout event with a **guaranteed \$15,000** purse.

**NEW**

#### **Spring PERCH ATTACK FISHING TOURNAMENT**

**May 1, 2010 Cost \$150.00 Per team**

This is a one-day tournament where anglers fish for perch anywhere on the lake. The format is the same as other summer tournaments. Anglers blast off in their boats by team number from our starting point on shore and are allowed to fish anywhere on Lake Simcoe. This tournament is an all cash payout event with a **guaranteed \$10,000** dollar purse.

### *2nd Annual*

#### **THE GREAT GEORGINA ICE FISHING DERBY**

**January 30 to February 14, 2010 Cost Per Person \$30.00**

This is a two-week derby where anglers fish at their own leisure and time.

If they have purchased a Georgina Fishing Series Ticket they can weigh their catch at one of our weigh-in stations. There will be a minimum length for the three species of fish: Perch, Lake Trout, & White Fish, that we will be allowing to be weighed in. We will be paying the top ten winners in each of the three categories, who will share a **guaranteed \$8,000** in cash prizes. Tickets will be available at local outlets and across the GTA and southern Ontario.

Lake Simcoe has one of the best fisheries in Canada, with the best fishing on the lake being eighty percent in Georgina. It is the No.1 sustainable perch fishery in the world and the No.1 most fished lake in Canada (especially in winter).

Combining these four Lake Simcoe events will make the Georgina Fishing Series the largest winter fishing series in south central Canada

We believe this will become the most popular winter series by marketing it under a common banner, and it will bring more attention to our area.

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