



Canadian Ice Fishing Championship (CIFIC) February 25-26, 2012 www.cific.org

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Fenwick® sponsors the 18th Annual Canadian Ice Fishing Championship

Fenwick® will be the leading brand name in a sponsorship plan announced by Pure Fishing. The package includes cash and products from their family of premium fishing tackle brands that also includes Pflueger®, Berkley® and Berkley Nanofil®. This support for the 2012 CIFIC will definitely boost contestants' anticipation for the tournament.

As part of the promotions, *The Berkley Nanofil® Early Bird Draw* is a \$500 cash prize that will be awarded to one of the teams registered for the Canadian Ice Fishing Championship before January 2012.

Pure Fishing is continuing a history of support for the Canadian Ice Fishing Championship, most notably in the past with the Berkley® bait and fishing line products. Both parties are anxious to grow this into a long term association of promotion and support.

"We are very excited to be working with the revitalized Canadian Ice Fishing Championship this year. This is a fantastic opportunity to assist in making a national ice event of this caliber in Canada a reality once again." says Chris Hockley – Field Marketing Manager for Pure Fishing.
"The timing couldn't have been better for this partnership considering the recent release of our exciting new line of Fenwick® Elite-Tech ice rods and international award winning Berkley Nanofil® Uni-filament fishing line."

The Canadian Ice Fishing Championship is an established name with tourism interests both local and provincial. Competing anglers from Canada and the U.S.A. have regarded this as this country's premier ice fishing event. It was acquired by *Lures & Tours* in November 2011.

Lures & Tours publishes pocket sized directories and maps covering some of Ontario's most popular fishing destinations. The company has always supported tournaments, derbies and family fishing events, providing sponsorship, advertising, and photo albums to generate interest before and after the fact. The CIFIC fits within their goal to draw more attention to ice fishing as a major tourism driver in Ontario. They plan to grow this event considerably.

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