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Georgina Fishing Series Change of Ownership November 1, 2011

Lake Simcoe, Ontario: The Georgina Fishing Series, including the Canadian Ice Fishing Championship, have been acquired by Rosa Sharpe and Charles Ross, partners of Lures & Tours.

The Canadian Ice Fishing Championship (CIFIC) is an institution in Canada's competitive ice fishing history. Formed two years after the 1992 World Ice Fishing Championship was held at Lake Simcoe, it was the creation of dedicated people including Mike Burrows, Paul Nicholls, Joe Montgomery and the late John Powers among others. Rocky Madsen served on the Board of Directors and eventually took over the CIFIC in 2005. Additional events were created over the following years and along with the CIFIC they are now part of the total operation known as the Georgina Fishing Series:

- The Winter Perch Attack Ice Fishing Tournament
- The Spring Perch Attack Fishing Tournament
- The Great Georgina Ice Fishing Derby
- The Lake Simcoe Evening Bass Tournament Series

Ensuring the continuation of Canadian Ice Fishing Championship was a factor in the decision to 'take the reins' in time for a 2012 event. 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.

"This acquisition fits well within our goals at Lures & Tours to increase awareness of sport fishing as a major tourism driver in Ontario. The website alone has become a major draw for people interested in fishing Lake Simcoe," said Rosa Sharpe. "We plan to grow this event considerably and draw more attention to ice fishing in Ontario," she concluded.

Lures & Tours publishes a growing series of pocket sized directories covering some of the province'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.

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