



More cash for Georgina fishing tourney

By Heidi Riedner

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The Canadian Ice Fishing Championship has a new trophy and a guaranteed first-prize payout of \$7,500 thanks to the town.

Consider it additional bait to lure anglers to Georgina and Lake Simcoe with the challenge of reeling in that big one and claiming bragging rights to one of the area's premier tournaments.

The town's endorsement and financial support of the 2012 ice fishing tournament marks a new beginning for the championship, said Rosa Sharpe of Lures & Tours, who owns the online directory and publishing company with partner Charlie Ross, that acquired the entire Georgina Fishing Series this past November.

The town's economic development committee is pleased to once again be a sponsor of the series, the CIFIC in particular, and is glad to see Lures & Tours is dedicated to

continuing the tradition of promoting recreational fishing in Georgina.

Recreational fishing is a contributor to the local economy and the town wished Rosa Sharpe and Charlie Ross all the best with the 2012 Georgina Fishing Series, Karyn Stone, the town's economic and tourism development officer, said.

For more information, visit www.georginafishingseries.ca, e-mail info@georginafishingseries.ca or call 705-738-5757. Sponsorship and registration inquiries can be e-mailed to info@cific.org

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