

News Release: Ice Fishing for the Cure For Immediate Release

Second Annual Family Day Weekend Ice Fishing Derby in North Bay in support of the Canadian Cancer Society

Support a great cause while enjoying a day of ice fishing in North Bay!

December 11th, 2017, North Bay ON - Ice Fishing for the Cure is a one day fishing derby to be held Sunday, February 18th, 2018 on Lake Nipissing in North Bay with proceeds going to the Canadian Cancer Society.

The derby takes place from 8am to noon and will be immediately followed by the awarding of prizes at the derby event booth at the lakeside Gazebo adjacent to *The Boat* on Memorial Drive, North Bay at 1:00pm.

The Derby's Grand Prize of **50% of the net proceeds** from the event will be awarded for the longest fish caught during the derby.

The remaining 50% of net proceeds will be presented to the Canadian Cancer Society North Bay Branch.

Runner-up prizes of gift cards and fishing gear donated by North Bay sponsor businesses will be awarded for the longest Perch caught during the event.

Tickets for Ice Fishing for the Cure are \$35 for adults and \$10 for children under 10 (children under 18 must be accompanied at all times by their parent or guardian) and are available online at www.icefishingforthecure.ca and at North Bay Outfitters, 130 Lakeshore Dr., North Bay.

With the derby taking place on Family Day weekend **no fishing license is required**. The entire weekend (as well as July 1-9, 2018) is a license exemption period designated by the Ontario Government designed to introduce both young and old to angling.

This is sure to be a fun event and in support of a great cause. Consider registering today with a partner or with a group.

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