



PRESS RELEASE

For Immediate Release:

November 19, 2007

Aurora Bassmasters Announce New Sponsorship.

The Aurora Bassmasters are proud to announce that Lures & Tours has become a sponsor of the club. Lures & Tours produces a pocket sized Destination Guide and online Business Directory that together put information on local businesses at the fingertips of anglers. Lures & Tours values angling as a positive influence on the economy all year round. In addition, Lures & Tours attends fishing events throughout the year on Lake Simcoe and surrounding lakes, taking photos that are shared with the public in the Lures & Tours website Photo Gallery. They look forward to assisting Aurora Bassmasters with their projects and events by providing photo coverage and broader internet exposure of the club's activities in the coming year. The 2008 Lures & Tours Destination Guide will feature a full colour page highlighting the goals of Aurora Bassmasters. Look for the 2008 Destination Guide to be available the first week of December 2007.

The printed Destination Guide is requested by regional and provincial tourism organizations because of its contribution to reaching anglers that visit from outside the immediate area. The booklet is available free of charge at all listed businesses and at all Ontario Travel Information Centres across the province. It is soon to be available at Bass Pro Shops in Vaughan. Lures & Tours is looking forward to carrying the Ontario B.A.S.S. Federation Nation message to a wider audience.

The partners, Rosa Sharpe and Charles Ross, are totally committed to having a sustainable fishery on the lakes and making Lake Simcoe a preferred destination for anglers from across North America. They are actively involved in Lake Simcoe stakeholder committees and were co-chairs of Pefferlaw's first kid's fishing event held in July 2007. Lures & Tours expects to support three similar kid's fishing events around Lake Simcoe in 2008.

Herb Quan, president of the Aurora Bassmasters remarked "Lures and Tours has demonstrated to us their determination to highlight the great bass fisheries of Lake's Simcoe and Couchiching. They care about conserving this resource and are anxious to promote clubs like ours that volunteer their time to help protect it. At the 2007 Bass Pro Shops Lake Simcoe Open in late October hosted by our club, Lures and Tours was there in the rain, taking photos of all those big bass and the anglers so that they could be available for folks to download from their website."

The Aurora Bassmasters encourage all those interested in visiting or fishing Lake Simcoe to check out the new Lures and Tours Destination Guide and online business directory.

For more information on Lures and Tours please visit www.luresandtours.com

For more information on the Aurora Bassmasters please visit www.aurorabass.com

