



## MEDIA ADVISORY

### Great Photo Op at Innisfil Beach Park!

**June 11, 2008**

*South Simcoe, ON:* There will be lots of smiles this weekend during the annual **Innisfil Summerfest Kids Fishing Derby**, hosted by the Innisfil Community Events Corporation!

Taking place at **Innisfil Beach Park from 6:30 am to 12:00 noon**, the derby will be sure to excite the young, and the young at heart. The event is open to kids ages five to twelve, and costs \$5 upon arrival. The young anglers are asked to bring their own fishing gear, including a bucket, and to make sure an adult is with them at all times. There will be lots of prizes for everyone, including, largest fish in age categories five to six, seven to nine, and ten to twelve. The kids can also look forward to help from South Simcoe Police officers.

According to Real Fishing's Bob Izumi, spokesperson for Fishing Forever, it's appropriate that Officers from the South Simcoe Police Association will be involved in the event on at Innisfil Beach Park. "Police officers spend their entire careers teaching and protecting our children," states Izumi. "The South Simcoe event is a fun way for kids to get to know these dedicated men and women and at the same time experience the joy of recreational fishing." Izumi's late father Joe enjoyed introducing children to fishing and, as a result, Bob has taken up the cause of using recreational fishing as a way to bring families closer and teach important life lessons to children.

Sponsors of the Innisfil Summerfest Kids Fishing Derby include Innisfil Community Events Corporation, Fishing Forever, PAO, Canadian Tire, South Simcoe Police Association and many other local businesses.

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