



Ice Fishing Lake Simcoe Challenge 2022

Website: icefishinglakesimcoe.com
Contact: info@icefishinglakesimcoe.com

The Challenge Director's & Official Judge's:
Garry & Elizabeth Johnston

The Challenge Ambassador's:
Dan McGee, Courtney Rennie, Rob Gilchrist, Rick Lesonis and David Chong

December 28th, 2021

To Mayor & Council,

We are excited to announce our new Ice Fishing Lake Simcoe 2022 Challenge which runs from Friday, February 11 through until Sunday March 13th, 2022! We are a Not-for-Profit event with proceeds going to Canadian Tire's Jumpstart Charities around Lake Simcoe. We've raised over \$200,000 in our first five years and we would like to continue raising money and awareness for Canadian Tire's Jumpstart Charities. Money raised will be shared in your community! For the first time, we have all six Canadian Tire stores around Lake Simcoe sponsoring this event to help bring money into the communities they serve.

The Challenge is a Covid-19 friendly outdoor sporting event where social distancing is easily attained. We will be bringing participants from all over Canada and the USA to try to win the "Grand Champion" title for the longest total for the four species that ice fishing on Lake Simcoe is known for: Perch, Pike, Whitefish and Lake Trout.

\$18,500 in CASH will be awarded to the top ten positions as well as cash for each category on the leaderboard. Prizes are presented based on length as determined through the mobile app FishDonkey, with many more random draw prizes to be won including an Argo ATV. Winner's will be awarded by "Catch, Snap & Release" photo and video evidence with a combined overall longest length of fish with one in all four species. First "Grand Champion" will receive \$5,000 as well as a custom-made Logo Jacket!

We are only asking for your support by way of letting the residents in your area know about this newly updated and exciting Ice Fishing Challenge to help bring assistance to children in your community. Catching fish is not necessary to be part of the Random Draws, this giving non-ice fishing residents an opportunity to donate to the cause as well. We will supply more information later. Thank you for your time and we would love to hear from you.

Sincerely,

Garry & Elizabeth Johnston
Directors

**Proudly Sponsored
By Canadian Tire Stores
Located Around the Lake:**

320 Bayfield St, Barrie
75 Mapleview Dr W, Barrie
430 Holland St W, Bradford
1455 Innisfil Beach Rd, Innisfil
24270 Woodbine Ave, Keswick
1029 Brodie Dr, Orillia



Register:
By Downloading The
FishDonkey
App On Your
Phone!

Proceeds in
Support of



**Jumpstart
Bon départ**

ICE FISHING LAKE SIMCOE CHALLENGE



IceFishingLakeSimcoe.com

1st Place Cash Prize: **\$5,000**
\$18,500* CASH to be Won

*Cash increases with 1,200 signed up!

Major CASH Prize Sponsor:

greenworks

Major Random Draw Sponsor:



Roy Camplin 705-426-5080
532 Osborne Street, Beaverton

Major Random Prize:
An Argo ATV!

Plus Many Other Random Draw Prizes!



Argo ATV 500 XR & Winch Valued At \$9,000!

**Friday, February 11th, 2022 6am to
Sunday, March 13th 4pm, 2022**

Entry Fee: \$100* Per Person

*** Plus FishDonkey \$7.00 charge.**

IceFishingLakeSimcoe.com