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**MEDIA RELEASE
FOR IMMEDIATE RELEASE
2020-12-03**

**Experience Fishing Program Presents a Reel Adventure with
“Michael’s Family Fishing Getaway” Campaign**

Northern Ontario — The Experience Fishing Program in collaboration with Tight Line Construction Ltd. is pleased to present “Michael’s Family Fishing Getaway”, offering a family of four an opportunity to win an unforgettable 4-day, 3-night vacation at a Northern Ontario fishing lodge.

The campaign is sponsored by Tight Line Construction Ltd., a North Bay, Ontario, company who suddenly lost Michael, an integral member of their team, in 2018. Michael was a young avid angler who had a zest for life and love for the outdoors. The campaign offers an opportunity to share Michael’s passion and genuine enthusiasm for fishing.

“The goal of the Experience fishing program is to create an exciting and safe way to introduce fishing to beginners,” states David MacLachlan, Executive Director of Destination Northern Ontario, “and the campaign is a great way to showcase the reasons why people get hooked on the sport.” Destination Northern Ontario recognizes that recreational fishing tourism is an economic force in Northern Ontario. With 8.1 million lines in the water, Northern Ontario attracts anglers at four times the rate it attracts all overnight visitors. Angling tourism supports over 6,000 jobs and contributes \$450 million towards Ontario’s gross domestic product.

Entrants are asked to submit a 1-minute video by December 31st, 2020, outlining why they feel their family should win. Winners will enjoy a family vacation at a remote fishing lodge within Northern Ontario, a region rich in beauty and home to a wealth of pristine lakes and rivers with an abundant of fish just waiting to be caught.

The campaign has also been made possible by the generous support of participating Experience Fishing operators Old Mission Resort, Lodge Eighty Eight, Crane’s Lochhaven Wilderness Lodge, Wajashk Cottages and Kashabowie River Resort. Winners will be announced January 2021. For more information on contest rules and how to enter, visit the Experience Fishing Facebook page @ExperienceFishingON

To find out more about the Experience Fishing program and to explore or contact one of the participating lodges and resorts located across Northern Ontario, visit www.experiencefishing.on.ca.

Destination Northern Ontario is proud to pilot the Experience Fishing program in partnership with FedNor, Northern Ontario Heritage Funding Corporation, Northeastern Ontario Tourism, Algoma Country, Superior Country and Sunset Country. Thank you to our sponsors Bait2Go and Tight Line Construction Ltd.

For more information, please contact
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