



MEDIA RELEASE

For Immediate Release
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The Canadian Open of Fishing Announced for July 2010

Kingston, Ontario: Anglers will descend on Kingston next July in support of Canadian Troops and in pursuit of big bass prize money.

The City of Kingston will host The Canadian Open of Fishing next July 22, 23 and 24 to raise money for Soldier On, an organization that assists injured or ill Canadian Forces personnel.

The Canadian Open of Fishing will feature Pro anglers teaming up with non-boat anglers for a 3 day bass tournament on Lake Ontario. The Pros will be vying for a cash prize purse in excess of \$100,000 with the top Pro angler walking away with \$40,000 in cash. The non-boaters have a chance at an impressive list of prizes valued at over \$50,000 including a first place finish worth \$20,000 in merchandise.

The tournament will feature Pros such as Bob Izumi, Dave Mercer and JP DeRose. Pro anglers will provide the bass boat and partner with a different non-boat angler each day. Prize money will be awarded based on the highest total 3-day weight of bass in each Division. There will be additional prize monies through the Shimano Performance payouts for the top 3 Pro anglers on both Days 2 and 3 of the Tournament (close to \$5000 in total each day). An extra \$1000 will be awarded daily for the Power Pro Big Fish of the Day. The bass caught by competitors will be returned to Lake Ontario each day via the Shimano Live Release System.

While there are obviously big bucks up for grabs, the ultimate goal of The Canadian Open of Fishing is to raise money in support of injured or ill Canadian Forces personnel through the organization Soldier On.

Tom Brooke, Vice President of Shimano Canada, one of the partners supporting The Canadian Open of Fishing, comments: "I can't think of a more worthy cause than supporting our Canadian troops. And, to me, the best way we as competitive anglers can do that is through a truly Canadian heritage activity like sport fishing."

The Soldier On program, and the complementary Soldier On Fund, encourages ill and injured CF personnel to attain and maintain a healthy and active lifestyle. It supports these personnel in increasing their independence, in developing new skills and in achieving goals.

The Canadian Open of Fishing tournament will be run by the Competitive Sport Fishing League (CSFL). Registration fees are \$1000 for Pro anglers and \$600 for non-boaters. To register, contact the CSFL. Phone: 905-640-2277; Fax: 905-640-2278; bassmania@on.aibn.com;

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About The Competitive Sport Fishing League (CSFL): Visit www.csfl.ca.

About Soldier On: Visit www.cfpsa.com.