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FOR IMMEDIATE RELEASE

Reel in up to \$30,000 in prizes at the Wikwemikong Ice Fishing Derby

WIKWEMIKONG—Wikwemikong Tourism is pleased to announce the 8th Annual Ice Fishing Derby to be held on Saturday, February 13, 2016 from 8 am to 12 noon at Bayside Resort on Manitowaning Bay. This year's derby social and prize table will be held at the Wasse-Abin High-School with a rainbow trout lunch provided by Buzwah Fisheries.

Building on last year's record breaking attendance, derby organizers are offering more chances to win BIG! This year's cash payout is a guaranteed \$6,500.00 for the top three fish with overall prizing valued at \$30,000.00, plus hundreds of door prizes. In addition, there will be cash and product prizes for the top 10 fish caught. All registered participants are entered to win a 2016 Rainbow Ridge Golf Course season pass. Register before January 29, 2016 and qualify for the early bird draw of \$500.00.

New this year is the Youth Prize for participants 12 years and under. The biggest fish caught in this category wins \$150.00, sponsored by Fuel the Fire TV.

Back by popular demand, the Q92 Tagged Fish contest is promising to be the highlight of the derby. Anglers will compete to reel in two of the 50 released tagged fish. The prize for first tagged fish caught is a brand new 2016 Polaris Ranger 570 UTV from Trailside Sports. The second prize is a six man portable ice hut fully loaded with fishing supplies, gas auger, towing sleigh, portable heater, fish finder, FishBum apparel and a 'Stay & Fish' package with My Friends Inn & Wass Tours that includes two tickets for the 2016 Salmon Classic.

The popular apparel company Fishbum Outfitters (www.fishbumoutfitters.com) has designed the custom 2016 Ice Fishing Derby long sleeve shirts that will be available for sale online and at

the derby.

Annually the derby attracts up to 500 anglers to Manitoulin Island with over fifty percent travelling from across the province. With that in mind, Wikwemikong Tourism has partnered with the Manitoulin Hotel and Conference Centre to offer exclusive derby rates. In addition, the hotel will be giving away a one night stay and dinner for two for the participant that travels the furthest.

Proceeds from the derby help Wikwemikong Tourism build a foundation for sustainable tourism development through the creation of quality market ready products and services. Wikwemikong Tourism is under the direction of the Wikwemikong Development Commission, the economic development branch of the Wikwemikong Unceded Indian Reserve.

Tickets can be purchased online at www.wikwemikong.ca or by visiting any of the ticket outlets in Sudbury, Espanola and Manitoulin Island. For more information call (705) 859-3477 or visit the Wikwemikong 8th Annual Ice Fishing Derby Facebook event page.