OFAH FILE: 842

February 13, 2014

**INVITATION TO ALL MEDIA**

**Get ‘hooked’ on ice fishing during the OFAH Family Ice Fishing Day**

The outstanding event last year that brought 1, 200 people to a frozen Chemong Lake is back this weekend to get families out jigging. The OFAH Family Ice Fishing Day draws people from around the Kawartha’s and as far as Brampton through social media. This Saturday, join eager anglers, new and experienced, as they become ‘hooked’ on one of our greatest outdoor traditions - ice fishing. The OFAH Family Ice Fishing Day is held during the Ontario Family Fishing Events, which allows Canadian residents to fish licence-free across the province.

OFAH TackleShare will be on-site handing out fishing equipment, bait and ice safety information, all at no cost. All holes are predrilled and volunteers will be available to help bait hooks and provide fishing tips. Regardless of their catch, OFAH TackleShare will also be providing each youth participant with a goody bag and prize item.

OFAH TackleShare is generously sponsored by Ontario Power Generation (OPG), which cautions all sports enthusiasts that water near hydroelectric stations and dams is dangerous. ”Our message is simple,” said Mike Martelli, OPG’s senior vice-president of Hydro-Thermal Operations: “Stay clear, stay safe.”

“This event is a great opportunity for friends and families to get involved in their community and take part in one of our greatest Canadian winter pastimes,” said Angelo Lombardo, executive director of the OFAH. “The cold weather has contributed to a great year of ice fishing in Ontario and we encourage families to take advantage and try something new.”

The OFAH | Mario Cortellucci Hunting & Fishing Heritage Centre will also have its doors open on February 15, for a variety of activities, including lure making, the laser shot hunting simulator and watching the fish feeding frenzy in our Shimano Sportfish Aquarium. Qualified range officers will also be set up in the Excalibur Archery Range and Stoeger Airgun Range for those who would like to test their aim. In addition, there will be a movie playing in the amphitheater, as well as hot chocolate and popcorn available at no cost.

Media are invited to attend this free event, both on and off the ice, and includes terrific video and photo opportunities of youth learning traditional outdoor activities. In addition, Canadian Tire has donated an ice hut and power auger for the Grand Prize draw at 1:45pm at Bel Rotary Park. Visit **www.ontariofamilyfishing.com** for more information and follow us on Twitter (#OFAHfamfishday).

**Date, Start Time & Location:**

**On-ice Activities**

February 15, at 10 a.m.
Bel Rotary Park, Chemong Lake – 1495 Yankee Line, Ennismore

**Off-ice Activities**

February 15, at 11 a.m.
OFAH | Mario Cortellucci Hunting & Fishing Heritage Centre – 4601 Guthrie Drive, Peterborough

(Entrance around the bend on McNamara Rd.)

With more than 100,000 members, subscribers and supporters, and 710 member clubs, the OFAH is the largest non-profit, fish and wildlife conservation-based organization in Ontario. For more information, visit **www.ofah.org**.

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**Media Contact**

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