

ATTENTION: NEWS, ASSIGNMENT AND PHOTO ASSIGNMENT EDITORS

**MEDIA ADVISORY/PHOTO OP**

**LADIES OF THE LAKE, BRIGHTSTAR & MORE  
HELP MAKE THE IMPOSSIBLE, POSSIBLE**

**Launch Event and Photo OP for New 2009 Ladies of the Lake  
Calendar to Help Rescue Lake Simcoe. Crate's Landing, Keswick.**

Keswick, ON, July 8, 2008 – Ladies of the Lake, with sponsors BrightStar Corporation, Naked Grape Wines and others working together to save Lake Simcoe, celebrate the launch of the hot-off-the-press 2009 Ladies of the Lake Calendar. The media are invited to the celebration including the moment the Ladies are presented with a \$15,000 cheque from BrightStar, the calendar Platinum Sponsor.

**When:** Saturday July 12, 2008

**Time:** Media – 2 PM

**Where:** Crate's Landing Presentation Centre,  
306 The Queensway South, Keswick, ON L4P 2B5 905 476 6400

**What:** Preview the hot-off-the press 2009 Ladies of the Lake Calendar and the new Lake Simcoe Action Cards, as well as platinum sponsor cheque presentation.

**Who:** Meet the Calendar models and the sponsors of the new calendar.

**Available for comment:**

Ladies of the Lake - LOL and Calendar co founders Annabel Slaight and Jane Meredith, and models.

Federal Government – Peter Van Loan, MP for York-Simcoe

Provincial Government – Aileen Carroll, MPP Barrie

Keswick – Mayor Robert Grossi

BrightStar - John Blackburn, President, BrightStar Corporation.

Naked Grape – John Faggiani, Area Manager, Vincor

**Photo Op:** Those helping to make the impossible, possible - Ladies and sponsors in a special propped pose on the dock in front of the massive Lake Simcoe photographic mural in the Crate's Landing presentation centre.

**Details:** Media event details above  
Public event details attached

For more information, contact:

Annabel Slaight,

Co-Founder Ladies of the Lake Calendar

905 476 7575, cell 416 270 7829

[aslaight@rogers.com](mailto:aslaight@rogers.com)

**Drink it. Swim it. Fish it. Love it.**

**Working together, we can make what may seem impossible, possible.**



## Ladies of the Lake Calendar Launch Public Event Details:

The theme for the Ladies of the Lake calendar launch event is:

### **Drink it. Swim it. Fish it. Love it.**

**Working together, we can make what may seem impossible, possible.**

It will take everyone to save this lake, so in the spirit of "working together", BrightStar, Naked Grape and the Ladies of the Lake are inviting the public to join the celebration as well:

Time: 1 PM

Location: Crate's Landing Presentation Centre

What: Public Event

Calendars will be on sale and signed by calendar models.

Free Giveaway: Every visitor receives a bag of PC Green Phosphate-Free Dishwasher Detergent.

Door Prizes: Visitors may enter for chance to win one of two Door prizes:

1. Love it! Afternoon of Sailing for 4 on the Lady Simcoe
2. Fish it! Afternoon on the Bass Pro Shop Fishing Boat

Draw: Visitors may also enter the Ladies of the Lake Draw:

Grand Prize: "Love it" Weekend

Accommodation, spa and golf for 2 at The Briars

2<sup>nd</sup> Prize: Golf for 4 at Pheasant Run

3<sup>rd</sup> Prize: SkyDiving

### **About the new 2009 Ladies of the Lake Calendar:**

Following the popularity, awareness building, mind shifting and fundraising success of the 2006 Ladies of the Lake "Naked Truth" Calendar, the Ladies announce the new 2009 calendar is "hot-off-the-press" and on sale through community groups and area retailers. The **Calendar** celebrates Lake Simcoe's natural gifts and the goal of raising awareness and another \$250,000 in funds to help rehabilitate, protect and enhance the Lake and the lands that flow into it.

Price \$15. The calendar features stunning Lake Simcoe area scenes with nude women tastefully posed amidst nature's beauty. At a time when people may feel disconnected from nature, the theme is inspired by the traditional thank you for Nature's gifts by the Lake's first inhabitants thousands of years ago. Each photograph reflects an interconnectedness with nature and an aboriginal message of hope and guidance for one of 12 interrelated facets of the natural world.

Each calendar also includes a wallet of 16 Lake Simcoe Action Cards with ideas and information about what we can all do to continue loving, stop harming and start helping the lake heal itself.

### **About BrightStar Corporation:**

As platinum sponsor, BrightStar Corporation is renewing its long lasting relationship with the Ladies of the Lake and working together to revitalize the Lake while promoting Green and sustainable developments.

BrightStar Corp. develops waterfront properties such as Crates Landing, located in a renewal area on the south shore of Lake Simcoe. Crates Landing will become a world class four season residential community including mid-rise residential buildings and an all-suite Residence Inn by Marriott®. As Keswick's premier "People Place" Crates Landing will have world class spas, shops, cafes and patios with boardwalks, observation points and floating docks for visitors.

Crates Landing is dedicated to ensuring that the project be lake friendly by being built to LEED®-Canada certified specifications. In addition, the ENWAVE Energy Corporation will bring their environmentally friendly energy experience to Crates Landing by using GeoThermal ground source heat pumps and liquid-filled buried pipes to heat and air conditioned the whole development. This will dramatically reduce the use of fossil fuels thus providing a financial and environmental benefit to the community.

BrightStar Corp. is also part of Barrie's transforming Historic Downtown with Barrie's newest residential and commercial development. 1 Bayfield Street will become Barrie's premier waterfront residential address with only 150 units and will include a 600 seat conference centre along with a relaxing spa and 140 suite hotel.

For more information on BrightStar Corporation and its Lake friendly projects, please contact Simon Cane, Marketing Director, 416-362-5890 ext 305 or visit [www.brightstarcorp.ca](http://www.brightstarcorp.ca).

#### **About Naked Grape:**

The wine that "has the confidence to go unoaked" is working with the ladies who have the "confidence to go unrobed" to help save the Lake. As the official wine of the Ladies of the Lake, Naked Grape is donating \$1 for every bottle of Naked Grape sold through the LCBO and to restaurants in the area during the month of August.

Naked Grape is the first complete line of varietal wines dedicated to being unoaked. Oak aging can hide the true varietal characteristics and fruit flavours of a wine. Since Naked Grape Wines are unoaked the crisp fruit flavours and true varietal characteristics shine through. Naked Grape is widely distributed across Canada so ask for it at your local wine or liquor store. Naked Grape ... It takes confidence to go unoaked.

For more information on Naked Grape please contact: Michael Tutt, Marketing Director, 905 564 3003 x 5897 or visit [www.nakedgrape.com](http://www.nakedgrape.com)

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