



Attention politicians: Ladies of Lake are watching

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Attention all you provincial and federal candidate hopefuls, be afraid.

Be very afraid.

The Ladies of the Lake are gunning for you.

The irresistible force that has managed to move many previously immovable objects are now an official association.

With their "cheeky, not cheesy" nude calendar, yellow T-shirts and purple boas, the Ladies certainly know how to grab your attention.

There were so many politicians trying to crowd in for their photo op at Queen's Park, you'd think former United States vice-president and author of the Oscar-winning global warming documentary An Inconvenient Truth Al Gore had come to visit.

The calendar sold 12,500 copies and raised \$243,000. It also got the Ladies publicity.

Lots of it.

The Ladies of the Lake were the brainchild of the formidably creative team of Annabel Slight and Jane Meredith about four years ago when they were trying to draw attention to the serious problems afflicting Lake Simcoe.

When they teamed up with the erudite Hilary Van Welter of the Windfall Ecology Centre, it created that perfect melding of essential elements, almost alchemical in its magic.

Not in more than 30 years of pushing, pleading, lobbying, cajoling and threatening had any politico in Queens Park or Ottawa done anything to stop the serious slide of the lake into putrefaction.

With the arrival of the Ladies of the Lake and both a federal and a provincial election looming, they're now all ears.

Heck, the feds -- Harper Conservatives no less -- were so convinced and suddenly eco-conscious, that they coughed up \$12 million.

Look for more bucks coming down that pipe as well as money from the previously tight-fisted and environmentally obtuse Dalton McGuinty.

Yes, the Ladies were cheeky, but they were also brilliant in the way they presented the usually dense, baffling science and bureaucratic babble you'd get and make it readable and understandable.

The fan deck of their Citizens Action Plan was a creative masterpiece.

Georgina Mayor Rob Grossi even suggested at the conference if a calendar of nude ladies can squeeze such a large amount of much money out of the federal government, maybe a dozen photographs of nude Men of the Lake could, too.

You go first, Rob.

Anyway, lest it be thought this is a females-only organization, Jane Meredith assured the audience at the Briars' conference that, "Men can be Ladies, too".

Sign me up.

Just don't expect me to drop my drawers.

Want to see more?

Check out www.lakeladies.ca