

ATTENTION: NEWS, ASSIGNMENT AND PHOTO ASSIGNMENT EDITORS

MEDIA ADVISORY/PHOTO OP

LADIES CELEBRATE LAKE'S NATURAL GIFTS

Photo shoot for new 2009 Ladies of the Lake Calendar near Orillia

Keswick, ON, May 5, 2008 – Ladies of the Lake announce a new in-the-buff calendar. Media are invited to join the Ladies as they prepare for the last of a stunning series of portrayals of the Lake's natural gifts for the 2009 Calendar.

When: Wednesday May 7, 2008 2 pm.

Where: Scout Valley, Orillia. Stone fence at parking lot for Sugar Bush Trail. West off Hwy 11 on Old Barrie Rd (Hwy 12), then south on Line 15 N to parking lot.

What: Photo Shoot for the 2009 Ladies of the Lake Calendar and preview of 2009 calendar photography.

Who: Meet 15 women from the 2006 calendar who return for the "Enlightened Teachers" month in Calendar with an aboriginal theme honouring nature.

Available for comment: Calendar co founders Annabel Slaight and Jane Meredith, and models as above.

Photo Op: Ladies ready to pose tastefully nude at the stone fence commemorating the area's early settlers and epitomizing the area's natural beauty.

Details:

Following the popularity and fundraising success of the 2006 Ladies of the Lake "Naked Truth" Calendar, the Ladies continue to raise awareness, shift mindsets and take action by launching their second calendar. The **2009 Ladies of the Lake Calendar** will celebrate Lake Simcoe's natural gifts and the goal is to raise awareness and another \$250,000 in funds to help rehabilitate, protect and enhance the Lake and the lands that flow into it.

The Calendar will be published in July 2008. Price \$15. It will feature 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.

After successfully selling 12,000 2006 calendars, not for profit community groups and retail stores are enthusiastically jumping on board this spring to sell the 2009 calendar in July.

For more information, contact:
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