



Media Release

Unique, one-of-kind experiences offer Lake Lovers a chance to help Lake Simcoe and have fun at the same time.

For immediate Release

On the weekend of July 15 and 16, the Ladies of the Lake are offering people who love Lake Simcoe one-of-a-kind experiences to see the Lake and its problems from a fresh perspective –from above it, below it, beside it or on it. Whether from the air, the deep, on the water, or beside the Lake in antique cars, Lake Lovers will have a chance to turn what they discover into a **Lake-Wide Community Action Plan for Rescuing Lake Simcoe**.

“Our Naked Truth Action Planning Events are truly unique and are a big step in creating the community’s plan for Lake Simcoe. These events will be fascinating and fast - they will take just a few hours of people’s time,” says Ladies of the Lake co-founder Jane Meredith. “And each moment invested, and each idea shared, will make a big difference for Lake Simcoe’s future.

“Now is the time for people to unleash their thoughts, ideas and commitment to help the Lake help itself. Other lakes in North America have been helped through community leadership and with some ingenuity we can help Lake Simcoe too. We’ve waited 30 years for government to get things happening, but still there is no comprehensive plan for action. It’s time to get on with it!”

There are four Naked Truth events, all on the same July weekend in four areas of the Lake, each looking at different parts of the problem, and all guaranteed to be fun for those who participate.

ABOVE THE WATER – Look at the Lake from the Air!

Then discuss urbanization, preservation of natural areas.

Saturday July 15, 10 am to 2 pm, Big Bay Point

BESIDE THE WATER – Look at the Lake in Vehicles of the Past!

Then discuss the Lake and Barrie’s future, and climate change.

Saturday July 15, 10 am to 2 pm, Downtown Barrie

ON THE WATER – Explore the Holland River in Boats!

Then discuss agriculture/ altering natural cover.

Sunday July 16, 10 am to 2 pm, Bradford

UNDER THE WATER – Dive into the Point!

Look under the water with divers, and discuss invasive species/phosphorus, and better boating.

Sunday July 16, 10 am to 2 pm, Jackson’s Point

Attendance for the July Action Planning Events is limited so act quickly to become involved.

Contact Jane Meredith immediately and let her know your name, address, email and phone, and which event you would like to attend. 905 476 4045. Or email minota@rogers.com. Details and location will be sent to participants the week before the event. There is no fee, but donations will be accepted.

Each of the Action Planning Events includes:

- Guided photo expeditions so participants can capture good and bad from unusual perspectives. (Cameras will be available for those who don’t have them.) The photos will be assembled into a powerful, visual statement about the Lake from a people’s point of view.
- The opportunity for participants to talk with inspiring people who have tackled tough things like fixing a Lake. One featured guest will be Pierre Leduc, Chair, Quebec Citizens’ Advisory Committee on Lake Champlain, a Lake that is being restored through a combined citizen-government effort and a unified plan (at the Georgina event).

- Innovative action planning masterminded by the Windfall Ecology Centre, a not for profit organization that helps people and groups effect change. Windfall began this challenge by commissioning a first-ever Lake Simcoe research document that assembles all aspects of the Lake's problems into one place. Then, to make that digestible, they boiled the information down into twenty 3" x 5" Naked Truth discussion cards that also suggest the beginnings of actions that can be taken by government, business and residents of the watershed... The outcome of each event will be the beginning of a plan for Lake Simcoe's restoration and protection that will be released in October...

After the Action Planning Events in July, the next step for the Ladies of the Lake is a grand event on August 19 where all participants will reconvene on the Serendipity Princess out of Barrie to overlay ideas for the genesis of the final Action Plan. And, that afternoon, 2,000 people will be able to celebrate at a full blown, rocking fundraising concert in Barrie's waterfront Heritage Park. .

"It IS possible to fix Lake Simcoe!" says Annabel Slaight, Ladies of the Lake co-founder. "Other people have turned sick lakes around. If we accept their wisdom, dare to change the status quo, and get passionate Lake Lovers and their ideas involved, we too can be successful.

"Lake Simcoe needs three things:

1. **An Action Plan.** And we are getting underway with that.

2. **Leadership.** The Lake Simcoe Environmental Management Strategy (LSEMS) expires in April 2007, so there is an opportunity to create something dynamic and new. Perhaps it is time to combine science and stewardship and go beyond the environment to include a vision of a sustainable quality of life for all through a fine balance between people and government.

3. **Legislation.** Fixing and protecting Lake Simcoe requires framework legislation that recognizes Lake Simcoe as a special place. A step towards this is the Lake Simcoe Act which has now been introduced by MPP Garfield Dunlop. Mr. Dunlop will be traveling around the lake this summer to explain the Act."

The Ladies of the Lake are making this a lively and important summer for Lake Simcoe and everyone is invited to join in.

For more information contact Annabel Slaight, 905 476 7575, aslaight@rogers.com, www.lakeladies.ca

The Ladies of the Lake is a not-for-profit group of over 100 women who are championing a healthy Lake Simcoe and watershed. Their mandate is to give voice to all people who love Lake Simcoe and to bridge the gap between what governments can do and what *everyone* can do to help the Lake. The Naked Truth Summer of Events is the second project of the Ladies of the Lake – the first was the creation of a "cheeky but not cheesy" photographic Calendar that raised a quarter of a million dollars.