



For Immediate Release

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Thank you Dalton McGuinty!

Lake Simcoe announcement puts ailing Lake on the road to recovery

Keswick - The Ladies of the Lake, hard at work for three years to make saving Lake Simcoe a priority, have high praise for Ontario Environment Minister John Gerretsen's December 6th announcement about protecting Lake Simcoe.

Says Ladies of the Lake co-founder Jane Meredith, "It's amazing. They listened, and once they recognized how great the problem is, they acted rather than doing another study! They laid out a plan to deliver on Premier McGuinty's promise to the Lake in July, and they also took some immediate steps."

It was 30 years ago when the Ontario government realized that the impact of humans was harming Lake Simcoe, she adds. "A *Lake Simcoe Protection Act* is the first serious commitment to helping us change our ways and make the Lake, the rivers and the surrounding land a wonderful place for future generations."

Annabel Slaight, also a Ladies of the Lake co-founder, applauds the proposed interim limits on phosphorus discharge for sewage treatment and storm water runoff facilities. "To be serious about rescuing Lake Simcoe, you have to take a first step. The average person might think this doesn't sound like much, but it is a dramatic way to get all the 22 municipalities whose activities affect the Lake to re-examine their responsibilities to helping the Lake."

The Province's commitment to work collaboratively with business and the public gets an extra special nod from the Ladies of the Lake.

"Every one of us in the Lake Simcoe watershed - from Aurora to Orillia, from Uxbridge to Barrie - has a responsibility to help this beautiful and historic lake, and to stop harming it. This is no longer just a job for scientists and government behind closed doors. We are all learning about the multitude of problems the Lake has, and what we all must do."

The Naked Truth Citizens' Action Plan to Save Lake Simcoe (www.lakeladies.ca), spearheaded by the Ladies of the Lake and the Windfall Ecology Centre last summer, begins to spell out ways government; farmers, business and residents can work together. The Lake will be well, the action plan says, when we can all "Drink it. Swim it. Fish it. Love it."

On Monday, December 10, 2007, the Ladies of the Lake will join many other community groups to celebrate the six principles that they believe should form the underpinnings for a *Lake Simcoe Protection Act*. The holiday reception is being co hosted by the Ladies with Campaign Lake Simcoe (Rescue Lake Simcoe Coalition, Ontario Nature and Environmental Defence) at the Sutton Place Hotel in Toronto.

**For more information, or to arrange interviews, please contact:
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