



**Big Brothers Big Sisters  
of York**

[www.bbbsy.ca](http://www.bbbsy.ca)



[www.fishharddreambig.com](http://www.fishharddreambig.com)

## **PRESS RELEASE**

For the 3<sup>rd</sup> year running Fish Hard! Dream Big! (The official website of David Chong) & the Big Brothers Big Sisters of York will be hosting the “Catch A Dream!” kids fishing day. The Big Brothers Big Sisters is a great charitable organization which matches up youngsters from single parent families with a Big Brother/Sister and provides other mentoring services for today’s youth. At last year’s event held in the city of Orillia, we had over 300 attendees. The weather was wonderful, the fishing top-notch and we even had an impromptu air show performed by the world famous “Snowbirds”! Some of the top tournament anglers in Ontario donated their time and boats to provide these kids with a day that they’ll remember their entire lives. It was a sight to see, the way that these children’s faces lit up as they caught what was for many of them, their first fish!



In 2007 we will once again return to the Sunshine City of Orillia for what should be a bigger and even better event. Nestled between the fish rich waters of Lake Simcoe and Lake Couchiching, Orillia is an ideal setting for such an event. We

will be teaming up with several other Big Brother/Big Sister chapters to make this event bigger and better. Tournament anglers from the newly formed CPAA, Top Bass Fishing Series and Bassmania will be providing boats and their guiding services for as many as 60 youngsters and their Big Brother/Sister. We expect somewhere in the neighbourhood of 400-500 people attending this event!

After 4 hours of fishing the kids will be able to experience a tournament weigh-in and win prizes provided by sponsors such as you. We also plan on providing gift bags to all participants. The weigh-in will then be followed by a BBQ for all attendees. We will also take advantage of this event to raise money for the York Region chapter by either holding a raffle or a silent auction. We would really appreciate it if you would consider sponsoring this event either with product or money. Charitable tax receipts will be provided for cash amounts over \$100.00 donated. Please take this opportunity to make a difference in a child's life.

Principle sponsors will have their company's logo prominently displayed on our banner as well as in the event registration brochure. The sooner that you can commit some form of sponsorship the more exposure your company will receive. This will be a great opportunity to provide your company with some great exposure at a very worthwhile event. We also expect there to be media coverage from national publications, local television stations and newspapers.

Please contact David Chong at [dchong@fishharddreambig.com](mailto:dchong@fishharddreambig.com) or leave a message at 905-727-1136 to further discuss your possible involvement and participation in this extremely worthwhile event.