



## Canadian Ice Fishing Championship (CIFIC) February 25-26, 2012 [www.cifc.org](http://www.cifc.org)

Normark supports the "Safety First" message of ice fishing.

February 6, 2012

FOR IMMEDIATE RELEASE

Normark Canada will be helping to reinforce the focus on safety by supplying enough of their "**Ice Claws**" safety picks for every competitor expected to attend this year's Canadian Ice Fishing Championship. Safety picks are an inexpensive piece of equipment that are strongly advised for anyone venturing onto the ice. They are carried on the ends of a long lanyard which is passed through the sleeves of an outer garment so they are immediately at hand in the event of breaking through ice into the water. Normark's Ice Claws are made with durable plastic handles with hardened steel spikes that grab into the ice.



Using Ice Claws correctly will be part of a presentation by Wil Wegman, an award winning outdoor writer and ice fishing seminar host who makes it a mission to educate anglers about being responsible and safe while ice fishing. "*Wearing ice pics while on the ice is like wearing your seat belt while driving ... you hope that you never have to rely on either to save your life, but you know both can ... and will should an accident happen,*" says Wegman. His presentation takes place during the Friday, February 24<sup>th</sup> team orientation meeting prior to the Championship.

The organizers of the Canadian Ice Fishing Championship are very pleased that Normark's sponsorship comes with the message shared by everyone involved: ***Safety First.***

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*Background:* The Canadian Ice Fishing Championship (CIFIC) is a two day event that has been held annually since 1994 on Lake Simcoe. The competition format calls for teams of two people each to use their skills in catching a variety of Lake Simcoe's winter season fish including perch, lake trout, pike and whitefish. It is a Catch, Photograph, Release event in the interests of conservation. Teams will be awarded cash and product prizes.

The CIFIC is being produced for the first time in 2012 by new owners ***Lures & Tours***, a company that has been promoting the importance of fishing's contribution to Ontario's tourism economy since 2005.

*Inquiries related to this announcement can be directed to:*

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