

2010 BPS LAKE SIMCOE OPEN TOURNAMENT

~ TOYOTA TRUCK RECORD PAYOUT HITS \$20,000 ~

June 16, 2010

The Aurora Bassmasters are excited to announce that Toyota Canada is partnering with Bass Pro Shops for the 4th Annual Bass Pro Shops Lake Simcoe Open slated for Saturday, October 23rd out of Orillia's Couchiching Beach Park.

The Bass Pro Shops Lake Simcoe Open has fast become Canada's premier one-day bass fishing tournament. Known for its record setting weights and monster smallmouth bass, this has truly become a must-fish event for competitive bass anglers across the country.

The Toyota Truck Record Payout eluded 2009 Champions, Barry Graves and Jason Gough who weighed in at 29lbs even. Their weight was shy of the previous Canadian one-day tournament record of 30.35lbs set in 2009. With no team topping the Record, the Toyota Truck Record Payout will increase by \$5,000 for the 2010 event - **a total bonus of \$20,000 over and above the regular 1st place prize package if the winning team sets a new Record.**

Applications Now Being Accepted!

Competing anglers are encouraged to pre-apply as the 2010 field will be limited to 100 Teams. NEW: total entry fees per Team will be \$380; plus \$20 for Yamaha Big Fish (\$400 total). Anglers wishing to apply should forward a completed 2010 Application Form accompanied with a \$400 non-refundable payment payable to SIMCOE OPEN: A9 – 210 Glendale Avenue, Suite 120 St. Catharines, ON L2T 3Y6. Failure to submit payment in-full will result in nullification of the Team's entry application. Cheques must accompany a completed 2010 Application Form available through www.simcoeopen.com. A 2010 Application Form by itself, partially completed, does not automatically constitute entry; furthermore, the Tournament Director (TD) and Tournament Organizing Group (TOG) reserve the right to refuse/deny entry.

In order to maintain the highest level of communication between tournament organizers and anglers prior to the event itself, it is mandatory for all applicants to include their respective email addresses on the Application Form itself so that all notices and event-related messaging can be relayed directly to all interested parties. This includes but is not limited to: receipt of application, confirmation of eligibility and participation, any and all communications relating to the General Rules, Regulations & Liability.

Limited Field . . . Early Application Encouraged!

“The Toyota Truck Record Payout provides us with yet another great opportunity to build upon the success of our long-lasting partnership with Bass Pro Shops,” said Tony Wearing, Managing Director, Toyota Canada Inc. “Like the anglers competing in this year’s Bass Pro Shops Lake Simcoe Open, our Toyota Trucks attempt to set new benchmarks in terms of performance, even in the most gruelling conditions. We wish all this year’s competitors the very best of luck,” Tony Wearing concluded.

Mandatory Competitors Meeting:

This year’s Host Hotel is the Best Western Mariposa Inn & Conference Centre located at 400 Memorial Avenue in the City of Orillia – (705) 325-9511. Additional information will be made available in the very near future.

As new information is made available, it will be posted on the Official Web Site of the Bass Pro Shops Lake Simcoe Open at www.simcoeopen.com. 2010 Application Forms and a complete listing of the General Rules, Regulations & Liability will be made available online and updated as required. ***Please join our Facebook Group at Bass Pro Shops Open!***

About Toyota Canada

Toyota Canada Inc. (TCI) is the exclusive Canadian distributor of Toyota and Lexus cars, SUVs and trucks, and Toyota industrial equipment. TCI’s head office is in Toronto, with regional offices in Vancouver, Calgary, Montreal and Halifax and parts distribution centres in Toronto and Vancouver. More information about Toyota is available at www.toyota.ca.

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