



PRESS RELEASE - TROPHY UNVEILING -

For Immediate Release: September 24th, 2008

It's finally here! The Aurora Bassmasters are thrilled to unveil the most anticipated trophy spectacle within the Canadian sportfishing industry - the Advanced Taxidermy Bass Pro Shops Lake Simcoe Open Trophy! Advanced Taxidermy's craftsmanship and re-creations are considered amongst the best in the world; this hand-crafted trophy is taken from the pages of NASCAR® and the world of auto sports, establishing a benchmark for others to follow and rightfully adding to the stature of this unique event.

The trophy itself is hand-crafted from walnut with cherry inlays; using river stone and custom pewter plates; and, adorned with an 8.9lb original smallmouth mould. *"This is a trophy of champions!"* said Shawn Galea, Proprietor, Advanced Taxidermy & Wildlife Design. *"On behalf of the Advanced Taxidermy Team, we are proud to provide a trophy that will be a merit badge all its own; both the recreational enthusiast alongside some of Canada's most established professional tournament anglers will compete to hoist this trophy and have their names forever-etched into the fabric of this great event."*

"This is a natural extension of the work committed to Bass Pro Shops locations across North America. Where you find Bass Pro Shops, no matter the city, you will also find the precision craftsmanship of Advanced Taxidermy." said George Wallace, Canadian Market Manager – Bass Pro Shops. *"This trophy is on a level all its own! What better way to highlight the strengths of this fishery and the monster smallmouth bass it produces than by incorporating this into the trophy itself!"* Wallace concluded.

Herb Quan president of the Aurora Bassmasters added that, *"I was left speechless! This trophy instills a true sense of pride. Competing anglers will have one thing on their minds; having their names etched on the trophy itself."*



Advanced Taxidermy & Wildlife Design

The artists at Advanced Wildlife Design take pride in the fact that their fish re-creations are considered among the best in the world. Their success lies in the countless hours invested into each re-creation and the total dedication set forth by each individual in their team. Pioneers in the industry, Advanced has elevated the art of re-creations to its current degree of artistic expression. Their reproductions are made from the most advanced moulds in the industry; tooled with the precision of master craftsman, the creations are painted with true artistic perspective; working with natural light, the colours of the specimens are duplicated to exact detail. Please visit their new website at: www.advancedtaxidermy.com

As new information is made available, it will be posted on the Aurora Bassmasters site at www.aurorabass.com. Application Forms and a complete listing of General Rules, Regulations & Liability will be made available online through the Aurora Bassmasters and the Official Site of the Bass Pro Shops Lake Simcoe Open – www.simcoeopen.com (in development). The Aurora Bassmasters are one of 30 clubs across the province belonging to the Ontario BASS Federation Nation at www.ontariobass.com.

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