

Kiwanis Fish Derby News 1963

TERRACE BAY, ONTARIO

DERBY PLANS GAIN SPEED

CIVIC HOLIDAY WEEK-END IN TERRACE BAY TO BE HIGHLIGHT OF SUMMER SEASON

This year, and for all years to come, the Annual Kiwanis Fish Derby in Terrace Bay will take place on the long Civic Holiday week-end. This year, too, it runs three days beginning on Friday, Aug. 2, with the final weighing in taking place on Sunday at 8 p.m. This wind-up on Sunday with still another day to go in the long week-end has a purpose: It will enable a lot of Lakehead fishermen to weigh in on Sunday night and still be back in Ft. Wm. and P.A. in time for the grand opening of this year's Lakehead Exhibition.

For the town itself, plus the visitors, the DAVE CARTER SHOW on Friday night will be a great attraction. Held in our arena, this is a high-class Western show of Lakehead radio stars (CJLX) featuring DEBBIE, the BLACQUIERE SINGERS, and the GOSPELITES. A dance will follow. Watch for advance publicity on this great night and keep it open.

FISHING AREA WIDE OPEN

One popular feature of the Terrace Bay Derby is the fact that there is no limitation on the area fished. All fish caught that week-end and presented at the nightly weigh-ins are eligible for prizes. Another great feature for the ardent fisherman who wants to fish his favourite lake is that there is no check-out. This will enable our friends from the western areas to get their tickets in Nipi-

gon, or from any of the sales outlets in Port Arthur or Fort William to fish on the way, and weigh in when they get here.

MANY VISITORS EXPECTED

Not only do we expect large numbers of people touring the Circle Route but many local citizens are planning to invite friends and relatives to visit them in Terrace for that week-end. To accommodate the large numbers of outside people, tenting areas at Kiwanis Beach, Schreiber and White Sand Lake are being recommended. In town, the Food Markets, CACCAMO'S and COSTA'S have agreed to take turns staying open to provide emergency food for those who may run short, or arrive late on Saturday evening or Sunday afternoon.

The town will be lit up with extra coloured lights, and all citizens are asked to burn their porch lights each evening. Many people will be visiting our town that week-end part to see it, having heard so much about its beauty.

RADIO AND TELEVISION COVERAGE ARRANGED.

Plans for promotion of our Fish Derby through radio stations CKPR, CJLX, and TV station, CKPR, are now complete. Beginning immediately, you will be hearing occasional spot-announcements, and these will increase in tempo during the last two weeks before the derby begins. Be watching for a guest

appearance on a TV Sports Show, by local fishermen during the last week-before the long week-end.

Watch also for posters in all the North Shore towns. This same promotion is being beamed at all points along the South Shore, and there will be outlets for tickets from the Sault to the Lakehead.

Outside ticket sales cannot be depended on to make a Derby a success. They succeed only when all the local people get behind their organization and push it over the top!

A WEALTH OF PRIZES

Largely due to the untiring efforts of Chairman Bob Hale, a virtual snowstorm of valuable prizes has swept into Terrace Bay over the past month. Firms from Vancouver to New York have sent in beautiful awards which will be added to the cash prizes to make this one of the finest prize lists ever to be offered in any fish derby. It is expected that they will be on display soon at a local store.

WHAT CAN CITIZENS DO?

Fly a flag that week-end on your home flagpole. Buy tickets for your own family. Be in Terrace Bay that week-end, and play host to out-of-town friends. If you are in business put up a "WELCOME TO OUR VISITORS" sign. And, BUY TICKETS!!!