

PRESS RELEASE



Date: June 22, 2007

Organization: Lake Ontario 300 Yacht Race

Headline: Canada's toughest yacht race is gearing up for a worldwide audience

July 21st, 2007 is the start of what is considered to be one of the most challenging long distance yacht races in Canada and on the Great Lakes. Port Credit Yacht Club in Mississauga Ontario is the host for the 17th running of the Lake Ontario 300 Yacht Race sponsored by Solmar Development Corp.

A record number of yachts from Canada and the US are expected to settle into Port Credit Yacht Club starting Thursday July 19th to make final preparations for the 300 nautical mile circumnavigation of Lake Ontario. The Lake Ontario 300 requires a high level of endurance and skill and is a vast undertaking to plan crew, meals and to meet safety requirements. The race can take some yachts up to 78 hours of nonstop sailing just to finish and some may be required to sail over 450 miles to finish the race. Lake Ontario has always provided a variety of wind conditions and directions that make this event even more challenging. Unlike other long distance races, the completion rate of the Solmar Lake Ontario 300 averages from 65% to 80% of the boats that start the challenge.

The Solmar Lake Ontario 300 is one of 5 major long distance yacht races on the Great Lakes. It is the only race starting and/or ending in Canada. It is also the only long distance race that participants have to circumnavigate their way around the lake rounding 5 different marks strategically located on both sides and both ends of the lake.

The Solmar Lake Ontario 300 has an added appeal to local spectators across the GTA and sailing enthusiasts around the world. The race will start on Saturday July 21st from Port Credit Yacht Club at 10:30 am with a large fleet of yachts sailing eastbound towards Toronto. The first mark to be rounded by the fleet is the Gibraltar mark, just off Hanlan's Point. The fleet will then round the islands and head directly for the next mark just off Whitby harbour en route to the Main Duck Islands where the St Lawrence River begins. It is anticipated that the bulk of the yachts competing in this year's event will be rounding the islands around noontime, making a great chance to view possibly over 100 colourful spinnakers racing along the shoreline.

Blacks Photography sponsors the annual Solmar Lake Ontario 300 photo contest. This year spectators from outside the race will be allowed to enter pictures taken observing the race from shore and qualify for some great prizes. Details will be available shortly at www.lakeontario300.org

A Solmar Lake Ontario 300 boat sticker on the bow of each boat will identify all yachts in the race.

The Solmar Lake Ontario 300 will also be observed live via the Internet through the use of transponders placed on every yacht. It will be exciting to see how the race unfolds and what tactics the individual yachts use to get around the course. The transponders are live so it is real time. Through Solmar's sponsorship, FIS tracking, a Chicago based company that uses this technology on major offshore and international races, has been contracted to provide this entertainment. Spectators wanting to observe the progress of this race can log onto www.lakeontario300.org

Mississauga's Mayor Hazel McCallion will be onsite at the Skippers meeting on Friday night at 7:00 pm to welcome the racers and will also be at the start line to start the race at 10:30 AM on Saturday to send the boat off on their journey.

The Solmar Lake Ontario 300 participation has continually increased at a rate of 25% per year for the last 4 years as part of the growing interest in long distance yacht racing in Ontario and throughout North America. International sailor Derek Hatfield, who just had his new yacht put through a roll test for the round the world single handed challenge, claims the Solmar Lake Ontario 300 was the race that got him his start into long distance racing, which has catapulted into a completion of the worlds hardest yacht challenge and his repeat venture next year looking for a victory.

The furthest Yacht to date to enter in the race to date is a 42' yacht from Quebec City Yacht Club. Other yachts from Genesee, Ithica and Rochester New York, Kingston, Hamilton and even Premiers Cove, Ontario are coming to join at least one hundred yachts from across the GTA waterfront to compete in this truly international challenge.

AGENDA

Thursday July 19th – Port Credit Village Street Party for participants

Friday July 20 th	12 noon	Registration begins
	7:00 pm	Skippers meeting
	8:30 pm	Pre-race party
Saturday July 21 st	6:30 am	Sperry pre-race breakfast
	9:30 am	Boat rafts break up
	10:30 am	Race Starts

Sunday Midnight to Tuesday Midnight finish line is manned at Port Credit yacht Club.

Added Features of the Solmar Lake Ontario 300 are:

- Shortened course of 300 km is available for boats sailing with white sails only - circumnavigates the west end of the lake.
- Double Handed and Fully Crewed divisions are available in both courses
- MultiHull boats are being allowed into this year's race for the first time
- Each boat entered in the race receives a Skippers Kit and a Crew kit with a variety of giveaways and sponsor material
- All Yachts that complete the race are automatically entered into a draw for an Air Canada trip for 2 anywhere in North America including Hawaii and Barbados.
- All Division Winners receive the latest PFD from Helly Hansen
- Overall Winners for both the 300 mile and 300 km course will receive and Citizen Eco Watch
- Skippers Plan Insurance sponsor at Team Challenge to encourage inter club competition for bragging rights. \$2,500.00 is donated to the winning clubs Junior Sail programs
- The Solmar Lake Ontario 300 donates over \$5,000.00 to junior sailing related charities.

NOTES TO MEDIA:

- Parking has been provided for media at Port Credit Yacht Club and photo opportunities are available on the yacht club grounds after 4PM on Friday night
- Sperry pre-race Breakfast begins for the yacht at 6:30am; media are welcome
- Photo boat will be supplied to take photographers out to shoot pictures at the start line
- Canadian Yachting Magazine will be on site with a 45' yacht to take guests and VIP's out to observe the start line

Location

Port Credit Yacht Club is located at:

15 Lakefront Promenade, Mississauga L5E 3G6

Phone: (905) 278-5578 www.pcy.net

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Note: pictures and logo available off the website or by contacting

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