

YES!
The Ladies of the Lake
are publishing again...

Ladies
of the Lake

Do Fish Fart?

AND 200 MORE AMAZING
QUESTIONS AND ANSWERS
ABOUT LAKE SIMCOE!

By the Kids of Lake Simcoe, Experts
and Ladies of the Lake to benefit Lake Simcoe

Published by



Kids Book-Coming August 2015

INFORMATION PACKAGE



Why a Kids Book?

Quite simply, because the future belongs to our young people!

Ladies of the Lake have been putting Lake Simcoe on a better path since 2004 when work began on a cheeky but not cheesy calendar that would earn \$250,000 and help change the future. Now it's time for something completely fresh – with the same magnitude of impact, of course.

This new book for kids 7 to 12 will be a giant collection of over 200 of their toughest and most intriguing questions, answered by experts but then presented in dynamic kid- friendly ways that even the grumpiest grandpa will love to share.

Even phosphorus will be fun!

For the past two years, the Ladies have been gathering kids' questions about the lake, water, and life in the watershed. Can seagulls get sunburned? Did dinosaurs drink the water in the lake? Are there snakes on Snake Island? And yes—Do fish fart?

Loaded with illustrations, photos and maps, the book is guaranteed to fascinate, amaze and inform as it tackles ecology, science, history, technological and social innovation, urban planning, plants, fish and animals, geography and lore. It even tackles what it'll take to help our lake meet goals for full recovery.



The LOL : A GALE FORCE FOR CHANGE

SINCE 2004, the Ladies of the Lake have:

- cheered into happening the \$30 million federal fund (LSCUF) to restore the lake – and its recent renewal
- championed a \$20 million commitment from the Province including a Lake Simcoe Protection Act and Plan
- commissioned actionable research to move Lake Simcoe's innovation agenda ahead
- fostered "The Naked Truth Citizens' Action Plan" – 130 visionary ideas to save Lake Simcoe
- engaged 64 youth as filmmakers to cast fresh eyes on the needs of the lake and youth
- spearheaded the go-to-website www.ourlakesimcoe.com
- created "ReWilding" a \$1.6 million community action program
- launched the SPLASH Floating Water Festival to help more people love Lake Simcoe
- spearheaded the most ambitious undertaking yet – the Ontario Water Centre to help people help water while benefitting the economy and community at the same time. (see www.ontariowatercentre.ca)



96 pages, colour illustrations and photos throughout • 9"x 9" • For ages 7 to 12 – and the young at heart. Price \$14.95

Answers To Your Burning Questions About Our Lake

What's the fastest way to save Lake Simcoe?

Hmmm. It's hard to say exactly as the lake will heal itself given the right conditions (See How do people clean the lake, page xoo) and some time. But maybe the best way to save the lake is for all of us to help keep it clean. That means not taking a bath or washing your hair in the lake. It also means recycling litter or putting it in the trash instead of the lake. Small things like these can make a big difference to the health of Lake Simcoe!

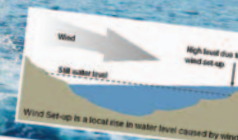
Answers To Your Burning Questions About Our Lake

Does Lake Simcoe have a tide?

Not on your life. But the lake does have standing waves in which water sloshes up and down. These waves are called seiches. Seiches happen when wind pushes the water in one direction, piling up water on one side of the lake and lowering the water level on the other side.

Are the water levels changing?

People control the water levels of Lake Simcoe with the locks and dams of the Trent-Severn Waterway. They use a "rule curve" that ensures that the Waterway remains usable and maintains the water level. And they've been using the same rule curve for more than 100 years! In a given year, water levels may vary by about two-fifths to half a metre. In the fall, the levels are lowered to cut down the risk of flooding from rain and snowmelt in the spring.



Lake Simcoe ever us for anything?

Our Lake has many a claim to fame. To local author Mary Byers for the pop and here's what we found out.



A BLOCK OF ICE THREE TIMES AS MUCH AS AN AVERAGE 10-YEAR-OLD!

World's Best Ice Fishing!

Drop by the 'Ice fishing capital of the world.' Every year, the world ice fishing championships take place at Lake Simcoe and as many as 100 teams come from around the world to compete. Ice fishing is a multi-million dollar business here as thousands of ice hats pop up on the frozen lake in the winter. Some hats have chairs and even a TV for anglers to watch as they wait for fish to bite.

Is it safe to go swimming in the lake? What if all the beaches are posted not to swim?

Lake Simcoe is a fabulous place to swim and enjoy a day at the beach. You can find a great public beach within 10 kilometres of anywhere in the area. If you see a swim advisory posted at the beach, it means that the amount of bacteria in the water could cause minor skin irritation, nose and throat infections and stomach disorders. Anyone who chooses to ignore a swim advisory does so at his or her own risk.

What happens to the sewage that gets pumped into the lake?

Eww! Sewage. But don't worry. You don't need to plug your nose to read on. For starters, sewage is any wastewater that goes down the drain in your building—a house, apartment, school, store, or business. It is used to flush toilets, take showers, do laundry, and wash dishes. The treatment process removes the solid and chemical contaminants it's

Pop drop

In the early days, anglers used decoys and lures to catch trout, Pike or Muskie. But decoys were banned in 1940.

Best in Boats!

Stork, canoes, skiffs, poodloons, sturdy sailboats, swift rowboats. Which ever was your boat to float in the early to mid-1900s, the best were made by Lake Simcoe's own. Even the Canadian government had a local builder make boats for an expedition on the Red River. Back then, crating and racing around the shoreline were all the rage and people went down the lake in their boats. Our own long story with parasols to go for paddles around Kempenell Bay.

A Hidden Gem!

Dull, dirty and disgusting! That's what people were saying about York, the capital of Upper Canada in 1822. For perspective, looking for new digs. He wanted a place that was beautiful and safe for the government. When he saw Roches Point, it was perfect. Not only was it beautiful, but it was also a great place to live. The only problem was, it was so remote that it was difficult to get to. But that's what made it so special. It was a hidden gem, a place where you could escape the city and enjoy the beauty of the lake.

Is it OK to drink water out of the lake?

Drinking water straight out of the lake is a no-no. No, it's not, but about it. Lake water can make you sick if it's not properly treated. However, once it's treated to make it clean and safe for drinking, the lake water is perfectly OK to drink. In fact, the drinking water for York Region and other areas is treated water from Lake Simcoe!

If you flush a penny down the toilet, will it go to the ocean?

Sure you can flush a penny down the toilet, but beware you might be flushing away some serious dough as it may be a valuable collector's item one day. And don't expect it to make a big splash in the ocean. Most likely, the penny will be collected at a Water Control Plant. That's where all the sewage, rain, and shower water goes. It flows back into the lake.

What if the lake dried up? What would be at the bottom?

You'd be staring at a whole lot of mud called sediment. You'd also see rocks, plants, sebra mussels, and most likely a bunch of fish and other creatures that couldn't move elsewhere when the lake dried up. If the lake dried up completely, all the fish, plants, and other creatures that live in the lake would have to look for new digs.

What if the water level in the lake went up and up?

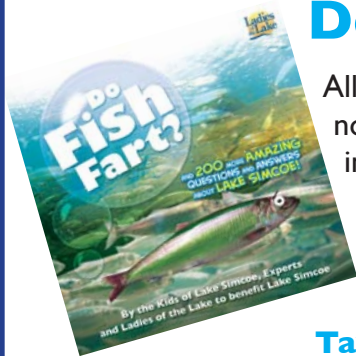
We might have a flood on our hands, or land! But the water level of Lake Simcoe does not charge all that much. Quick snow thaws and severe rainstorms cause flooding every year. However, these floods occur most of the rivers and streams that lead to the lake.



* The Do Fish Fart? Lake Simcoe book will be modeled on Owl magazine's You Asked? book edited by none other than LOL co-founder and President Annabel Slaight. That best seller sold over 200,000 copies.

Un-edited, unchecked page proofs

An opportunity for you to contribute to Lake Simcoe's future



Donors

All donors will receive notice of publication and invitations to the special book launch party with some young friends.

Tax receipts are available. Ladies of the Lake have now merged with the Ontario Water Centre an educational organization with CRA charitable status that will continue Ladies of the Lake work.

Please make cheques payable to Ontario Water Centre, c/o Janis Macaskill, 120 Primeau Drive, Aurora, ON L4G 6Z4

For more information for donors & sponsors contact info@ontariowatercentre.ca

Sponsors

At all sponsorship levels, you are eligible to purchase books at a 30% discount of the \$14.95 suggested retail price.

Gold \$10,000

- Top billing on the book's back cover with your logo
- Your logo on the LOL website front page, linked to your website
- Your logo on book's press releases and participation in media events
- Displays at book events
- An opportunity for high profile presence at the book launch party

Silver \$5,000

- Your logo on the back cover of the book
- Your logo on the LOL's front page with a link to your website
- Invitation to the book launch party

Bronze \$2,500

- Your name on the back cover of the book
- A text link on the LOL website • Four free tickets to the book launch party

Friends \$1,000

- Friends will be acknowledged as a special group on the back cover of the book with a thank you on the LOL website
- Two free tickets to book launch party

