



MEDIA ANNOUNCEMENT

For immediate release: Friday, June 29th, 2018

MOUNT GAY RUM

Official Rum Sponsor for Lake Ontario 300 Challenge

Lake Ontario Offshore Racing (LOOR), on behalf of Port Credit Yacht Club, is pleased to announce that Mount Gay Rum has returned as a sponsor for the 2018 Lake Ontario 300 Challenge. Mount Gay will be providing product and prizes during the LO300 Challenge and at the Post Race Party on Friday, July 20th, 2018.

Mount Gay will be returning to their original long-standing tradition of supplying the 'Mount Gay Cap' to the 2018 Division Winning Skippers.

Welcome back [Mount Gay Rum](#).

LOOR and PCYC are dedicated to bringing the offshore sailboat racing experience to Lake Ontario. This is accomplished with its running of the Lake Ontario 300/600 Challenge Races (LO300/LO600), including the Solo Challenge, the Susan Hood Trophy Race (SHTR) and the Lake Ontario Short Handed Racing Series (LOSHRS) offshore sailboat races. This is augmented by LOOR's educational series throughout the Lake Ontario basin and promotion of other activities related to offshore racing. A key focus of LOOR is the safety of offshore racing.

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Steve Singer – Marketing	stevesinger88@gmail.com	416-452-8021
Louisa Sonosky – Social Media	louisa@parker-media.ca	647-467-7231

WEBSITE INFORMATION

Website: <http://loor.ca/lake-ontario-300/>
Title Sponsor: [driveHG](#) The Humberview Group

SOCIAL MEDIA CONTACT INFORMATION:

Facebook: @LOOR300
Twitter: @LO300
YouTube: <https://www.youtube.com/channel/UC-fsUocxIVM9m0By2vWjISw>
Hashtags: #LOOR / #LO300 / #LO300Challenge / #L0600

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www.loor.ca

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