



MEDIA ANOUNCEMENT

FOR IMMEDIATE RELEASE: November 14, 2018

DriveHG.ca Extend Their Commitment as Title Sponsor for LOOR

(Toronto, On) – Lake Ontario Offshore Racing (LOOR) held their 2018 Awards Banquet on Saturday, November 10th, celebrating offshore racers and their accomplishments this past season during the Susan Hood Trophy Race and the Lake Ontario 300/600 Challenges.

During the event it was announced that Humberview Chevrolet Buick GMC & Motorsports Brands and Humberview Volkswagen on behalf of DriveHG.ca, have extended their commitment through 2020 as the Title Sponsor for LOOR. The focus of this partnership will continue to be on the Susan Hood Trophy Race and the Lake Ontario 300/600 Challenges.

“We are very proud and excited to continue working with the Humberview Group as our Title Sponsor for these offshore events” commented Monica Doedens, the incoming Chair of Lake Ontario Offshore Racing. “Over the past three years drive.HG’s enthusiasm has resulted in a higher level of excitement on the race course and during onshore events and activities.”

The Humberview Group, under the name DriveHG.ca, owns and operates 20 stores in Ontario with over 5,000 vehicles and 1400 team members. Representing virtually all automotive brands, the Humberview Group prides themselves on serving their customers better each and every day. Giving back to the surrounding community is a big part of who they are and an important value in their organization. From the Dorothy Ley Hospice Race, to Bike Sponsorships, Ski Sponsorships, and many more philanthropic endeavours, this automotive group is passionate about enlivening its community.

Lake Ontario Offshore Racing (LOOR) of the Port Credit Yacht Club (PCYC) is dedicated to bringing the offshore sailboat racing experience to Lake Ontario. This is accomplished with its running of the Lake Ontario 300/600 Challenge Race (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.

About Andrew Lennox – General Manager of Humberview Chevrolet Buick GMC & Motorsports Brands

Andrew Lennox began his career in the automotive in 1988. He joined The Humberview Group (HG) in the summer of 2014, and manages four of the HG locations.

He has been a member of the Port Credit Yacht Club since 2004 and has spent his entire life surrounded by boats. Racing was in his blood at an early age, spurred on by his father Skip Lennox, a member of the Canadian Olympic team in 1964. Andrew has raced Opti’s as a kid, Lasers, various J boats in the past and is currently preparing a Shark for the Worlds next year in Toronto.



About Jim Leckie – Director of VW Operations for Humberview Volkswagen and Volkswagen MidTown

Jim Leckie has over 27 years of experience working as an automotive executive. He has been a member at the PCYC for three years and participated in countless races as crew on 'Relentless', a Farr 40.

About Monica Doedens – Chair, Lake Ontario Offshore Racing Committee

Monica joined the LOOR committee in 2009 taking on the responsibilities of Shoreline Logistics. She has been an active member of the Port Credit Yacht Club since the early 2000's and enjoys participating in numerous racing events each season. Monica has recently assumed the responsibilities of Chair of the Lake Ontario Offshore Racing Committee, taking over from Joe Doris, who held the position since 2014.

For more information:

- Lake Ontario Offshore Racing: [LOOR](#)
- Humberview Group: [DriveHG.ca](#)
- Or contact: info@loor.ca

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