



MEDIA ANOUNCEMENT

For immediate release: Monday, June 17, 2019

LOOR Celebrating 30th Anniversary of the LO300 Challenge and 45th year of LOSHRS!

Thousands of racers have participated in the Lake Ontario 300 Challenge over the past three decades. Some in the actual '300' nautical mile race and others, those without flying sails, in the shorter 180 nautical mile challenge. Whether they were racing the longer Main Duck course or taking the Scotch Bonnet route, the LO300 meant being out on the lake for 3 or 4 or 5 days or more in whatever weather conditions happen to hit in mid-July. Along with mother nature, crew skills and skipper tactics have all had an impact on the final results.

The 2019 racing season also marks the forty-fifth Lake Ontario Short Handed Racing Series (LOSHRS). Six different races are included in this series with either double-handed crews or solo racers. Although back in 1999 there were only eight boats at the start line, it's now common to see close to 100 sailboats participating in the series that begins with the first event in June and the final two races in mid-September.

LOOR are also pleased to announce that the 2019 Lake Ontario Offshore Racing Guide is available as a printed copy through most yacht clubs, marinas, sail lofts and chandleries surrounding Lake Ontario. This popular annual publication is also available online at loor.ca, providing power boaters and sailors – both racers and cruisers – with a variety of articles and resources on numerous nautical topics.

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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WEBSITE INFORMATION

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|---------------------------------|--------------------------------------|-----------------------------------|
| Website: | loor.ca | Lake Ontario Offshore Racing |
| Title Sponsor Susan Hood/LO300: | driveHG | The Humberview Group |
| Gold Sponsor for LOSHRS: | UCCI | UCC Industries International Inc. |

SOCIAL MEDIA CONTACT INFORMATION:

Facebook: @LOOR300

Twitter: @LO300

Instagram: @LOOR300

YouTube: <https://www.youtube.com/channel/UC-fsUocxIVM9m0By2vWjISw>

Hashtags:

- General: #LOOR
- LO300 Specific: #LO300 or #LO300Challenge
- LOSHRS Specific: #LOSHRS

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