



MEDIA ANNOUNCEMENT

For immediate release: Friday, May 4th, 2018

North Sails becomes exclusive sailmaker sponsor of the Susan Hood Trophy Race and the LO300/LO600 Challenges

Lake Ontario Offshore Racing are pleased to announce North Sails as the exclusive sailmaker sponsor of the Susan Hood Trophy Race and the Lake Ontario 300/600 Challenges, both presented by DriveHG.

“The Lake Ontario 300 Challenge and the Susan Hood Trophy Race have become staples in the sailing community.” said Hugh Beaton, North Sails Expert in Toronto, adding that, “These events offer many sailors the opportunity to test their skills. We at North Sails are pleased to become the exclusive sailmaker sponsor for both events; continuing our support for racers and racing on the Great Lakes!”

“Our partnership with North Sails spans over 10 years with the same goal of getting sailors out racing”, comments Joe Doris, Chair of Lake Ontario Offshore Racing. “We look forward to this new dimension of our relationship with North Sails and continuing to promote offshore racing on Lake Ontario.”

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 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.

North Sails is a strong supporter of racing both internationally and locally, particularly within the Great Lakes. They strive to help customers achieve their goals, have fun on the water and capitalize on the performance of their sails. Whether you strive to improve your Wednesday night race results or win a world championship, sails from North Sails can help you take the next step. They are built to race and ready to win.

CONTACTS

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WEBSITE INFORMATION

LOOR: <http://loor.ca/lake-ontario-300/>
Sail Maker Sponsor: <https://northsails.com/sailing/en/locations/toronto-ontario>
Title Sponsor: [driveHG](#) The Humberview Group

LOOR SOCIAL MEDIA CONTACT INFORMATION:

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