

WOLFE LAKE (WESTPORT) ASSOCIATION

Media release

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FOR IMMEDIATE RELEASE



Wolfe Lake (Westport) Association launches its brand new magazine

For media reps available on our website as PDF: www.wolfelakeassociation.org

WESTPORT, July 5, 2017 – The Wolfe Lake (Westport) Association is pleased to announce the official launch of their updated newsletter to the Wolfe Lake Magazine. This first issue will be available at the Associations Annual General Meeting, July 15 at the Lions Club Beach House, starting at 9 am.

The Association's president Paul Thompson: "The visual and editorial quality of our new magazine is a wonderful way of staying connected with our members, friends and to the wider community. Its pages are inspired by the values and interests of all involved with Wolfe and Green Lakes. The magazine reflects an inviting lake community that has something for all readers around the lake and beyond. Local businesses were invited to advertise and they responded wonderfully. Without their support it would not have been possible to progress from the traditional style newsletter we utilized before."

"Our newsletter already had a broad readership, being passed along by our members to visitors and friends and our new magazine will be distributed to an even a wide readership (made available in the local library with copies to area rental properties and some local businesses). Developed primarily by our Association's new Communications Director Anna Rijk the magazine offers relevant content reflecting the work of the Association, its active executive team and the wider community", says Thompson.

Anna Rijk: "Working on the first issue was a great experience for me and getting to know the community of Wolfe Lake. I would like to thank the fabulous team of the Wolfe Lake Association for their collaboration and support."

Wolfe Lake Magazine offers 28 full colour pages of lake associated content, from milfoil weed projects, boater safety, water quality testing and innovative monitoring, including the use of satellite images and data, and an update on the Algonquin land claim. It features cottagers and vacationers from around the lake, includes kid's activity pages as well as a photo contest and has a 'Letters to the editor page.'

In addition to distributed copies to the Association's members, the digital version can be accessed at www.wolfelakeassociation.org

Attached pictures: 1. Paul Thompson holding the first copy of Wolfe Lake Magazine. **2.** The cover of the very first issue features the pristine waters of Wolfe Lake.



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