



THE GREAT OUTDOORS & DIY WEEKEND

News Release

Women of the Outdoors take centre stage at the Outdoor Canada Show Part of The Great Outdoors & DIY Weekend

Toronto, Ontario, October 11, 2011: Make room, guys! These women have what it takes to compete in a man's world, and they're not alone. For the first time at a Canadian consumer show, the **Outdoor Canada Show** is proud to present an outstanding panel of accomplished outdoorswomen from the world of fishing and hunting. In sports typically dominated by men, these five women represent a vibrant new class of outdoors enthusiast.

**Women of the Outdoors
Panel Discussion and Q&A, followed by autograph session
Sunday, November 27 11:30am
The Outdoor Canada Show
International Centre, Toronto**

Hosted by **Outdoor Canada's Editor-in-Chief, Patrick Walsh**, the **Women of the Outdoors** panel discussion promises to be a lively and informative event. Learn how these distinguished women got their start in the outdoors, hear great behind-the-scenes stories about their adventures and find out about the best gear, apparel and more for the avid outdoorswoman. If you know a woman who wants to get into hunting or fishing, this is the event to attend. For young women who want to meet true role models, it's a must-see presentation.

Featured panelist **Kathryn Maroun is host and executive producer of *What A Catch*** television series. "I'm more than just a pretty girl in waders," quips Maroun. As past National Director for Trout Unlimited, Maroun believes fish are like the canary in the coal mine—more than a food source, they're an indicator of the health of our natural environment. A regular contributor to the *Huffington Post*, Maroun is featured in a permanent collection at the American Museum of Fly Fishing for her contribution to the sport.

Also featured on the panel, **Mariko Izumi** is no stranger to the world of fishing—her uncle, **Bob Izumi**, and father, **Wayne**, have trotted her around to every fishing hole and tournament across North America since she was a baby. Izumi is currently taping the fourth season of *Hookin' Up*, a popular TV series airing on the **World Fishing Network**.

The world of hunting is represented by **Vanessa Harrop**, co-host of *Outdoor Quest TV*, Canada's longest running hunting series. Her most recent trophy? A seven-foot grizzly, taken at a mere nine yards in the Yukon.

Also appearing is **Amanda Lynn Mayhew-Hare**, creator of *Fytness Fanatik*, a unique magazine featuring fitness merged with outdoor life. Her latest project, **Fit for Hunt**, demonstrates how being fit is beneficial to any outdoors enthusiast.

(See the bio sheet for detailed biographies on the participants.)

The Outdoor Canada Show, November 25-27, 2011, is geared towards anglers, hunters and outdoor lovers, featuring everything needed for outdoor adventure—from lodges, outfitters and apparel to gear, electronics and more.

The Outdoor Canada Show is part of the **Great Outdoors & DIY Weekend**, a consumer show featuring four shows at one location for one admission price. The other shows include the **Fall Cottage Life Show**, the **Explore Adventure & Travel Show**, and the **Canadian Home Workshop Show**.

Also at the show, Boston Rob Mariano of *Survivor* fame appears on Saturday, November 26. Fans will have a chance to meet and compete with this reality-TV star in a *Survivor*-style challenge. Enter for your chance to win at www.greatoutdoorsDIY.com Contest closes November 15, 2011.

The Great Outdoors & DIY Weekend
International Centre
6900 Airport Road, Mississauga
Free parking

Hours:

Friday, Nov. 25 - 11 am – 8 pm

Saturday, Nov. 26 - 9 am – 6 pm

Sunday, Nov. 27 - 10 am – 5 pm

Admission

Adults \$15 at the door, \$13.00 online

Kids (12 and under) Free

Youth (13 – 17) \$8

WEEKEND PASS \$23

www.greatoutdoorsDIY.com

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