

YES!
The Ladies of the Lake
are publishing again...

Ladies
of the Lake

Do Fish Fart?

AND 200 MORE AMAZING
QUESTIONS AND ANSWERS
ABOUT LAKE SIMCOE!

By the Kids of Lake Simcoe, Experts
and Ladies of the Lake to benefit Lake Simcoe

Published by



Kids Book-Coming August 2015

INFORMATION PACKAGE



Why a Kids Book?

Quite simply, because the future belongs to our young people!

Ladies of the Lake have been putting Lake Simcoe on a better path since 2004 when work began on a cheeky but not cheesy calendar that would earn \$250,000 and help change the future. Now it's time for something completely fresh – with the same magnitude of impact, of course.

This new book for kids 7 to 12 will be a giant collection of over 200 of their toughest and most intriguing questions, answered by experts but then presented in dynamic kid- friendly ways that even the grumpiest grandpa will love to share.

Even phosphorus will be fun!

For the past two years, the Ladies have been gathering kids' questions about the lake, water, and life in the watershed. Can seagulls get sunburned? Did dinosaurs drink the water in the lake? Are there snakes on Snake Island? And yes—Do fish fart?

Loaded with illustrations, photos and maps, the book is guaranteed to fascinate, amaze and inform as it tackles ecology, science, history, technological and social innovation, urban planning, plants, fish and animals, geography and lore. It even tackles what it'll take to help our lake meet goals for full recovery.



The LOL : A GALE FORCE FOR CHANGE

SINCE 2004, the Ladies of the Lake have:

- cheered into happening the \$30 million federal fund (LSCUF) to restore the lake – and its recent renewal
- championed a \$20 million commitment from the Province including a Lake Simcoe Protection Act and Plan
- commissioned actionable research to move Lake Simcoe's innovation agenda ahead
- fostered "The Naked Truth Citizens' Action Plan" – 130 visionary ideas to save Lake Simcoe
- engaged 64 youth as filmmakers to cast fresh eyes on the needs of the lake and youth
- spearheaded the go-to-website www.ourlakesimcoe.com
- created "ReWilding" a \$1.6 million community action program
- launched the SPLASH Floating Water Festival to help more people love Lake Simcoe
- spearheaded the most ambitious undertaking yet – the Ontario Water Centre to help people help water while benefitting the economy and community at the same time. (see www.ontariowatercentre.ca)



96 pages, colour illustrations and photos throughout • 9"x 9" • For ages 7 to 12 – and the young at heart. Price \$14.95

Answers To Your Burning Questions About Our Lake

What's the fastest way to save Lake Simcoe?

Hmmm. It's hard to say exactly as the lake will heal itself given the right conditions (See How do people clean the lake?, page xoo) and some time. But maybe the best way to save the lake is for all of us to help keep it clean. That means not taking a bath or washing your hair in the lake. It also means recycling litter or putting it in the trash instead of the lake. Small things like these can make a big difference to the health of Lake Simcoe!

How does the lake feel about what's happening to it?

Local resident Hilary Van Weiler has explored this question in many ways. Some young people she worked with studied scientific evidence about the health of the lake. But she says their real discoveries came from listening to the lake. Many indigenous peoples all around the world believe that all things, including water, rocks, trees, have an energy and spirit people can connect with. When the young people dug their feet in the lake, quietly and connected to the lake, they felt like they were looking in a mirror. They felt like the lake felt its voice wasn't being heard. Like then, the lake had experienced sadness and hurt. Like then, the lake felt it had an amazing ability to heal and hope for the future. If people would listen to those whose voices aren't being heard, if you dig your feet in the water, what will you hear? Try it and see.

Is it OK to drink water out of the lake?

Drinking water straight out of the lake is a no-no. No, it's not, or bust about it. Lake water can make you sick if it's not properly treated. However, once it's treated to make it clean and safe for to drink, in fact, the drinking water for York Region and other areas is treated water from Lake Simcoe!

If you flush a penny down the toilet, will it go to the ocean?

Sure you can flush a penny down the toilet, but beware you might be flushing away some serious dough as it may be a valuable collector's item one day – And don't expect it to make a big splash in the ocean. Most likely, the penny will be collected at a Water Control Plant. That's where all the sewage, rain, and shower water goes. It flows back into the lake.

What if the lake dried up? What would be at the bottom?

You'd be staring at a whole lot of mud called sediment. You'd also see rocks, plants, zebra mussels, and most likely a bunch of fish and other creatures that couldn't move elsewhere would die. What's more, all the frogs, turtles, and birds that live in the neighborhood would have to look for new digs.

What if the water level in the lake went up and up?

We might have a flood on our hands, or land! But the water level of Lake Simcoe does not charge all that much. Quick snow thaws and severe rainstorms cause flooding every year. However, these floods occur most of the rivers and streams that lead to the lake.

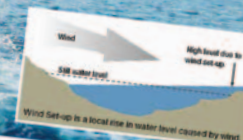
Answers To Your Burning Questions About Our Lake

Does Lake Simcoe have a tide?

Not on your life. But the lake does have standing waves in which water sloshes up and down. These waves are called seiches. Seiches happen when wind pushes the water in one direction, piling up water on one side of the lake and lowering the water level on the other side.

Are the water levels changing?

People control the water levels of Lake Simcoe with the locks and dams of the Trent-Severn Waterway. They use a "rule curve" that ensures that the Waterway remains usable and maintains the water level. And they've been using the same rule curve for more than 100 years! In a given year, water levels may vary by about two-fifths to half a metre. In the fall, the levels are lowered to cut down the risk of flooding from rain and snowmelt in the spring.



* The Do Fish Fart? Lake Simcoe book will be modeled on Owl magazine's You Asked? book edited by none other than LOL co -founder and President Annabel Slaight. That best seller sold over 200,000 copies.

Un-edited, unchecked page proofs