



Empowering our community

## NEWS RELEASE

FOR IMMEDIATE RELEASE

### **ECHO Lacombe excited to support World's Largest Fishing Lure**

**Lacombe, Alberta (July 3, 2019)** – ECHO Lacombe Association is happy to announce funding support for the construction of the World's Largest Fishing Lure now located at Len Thompson Fish Pond.

"Our board views a project that can deliver significant media attention and exposure to our community as a real positive," said ECHO Lacombe Association President Drayton Bussiere. "I understand there has been a steady stream of visitors to the pond already and we are excited to see that trend continue."

Brad Pallister, Len Thompson Fishing Lures echoed those sentiments.

"We wanted to find a unique way to celebrate our 60th year in Lacombe (90<sup>th</sup> overall)," said Pallister. "One of our employees suggested the lure concept and we were immediately sold. But the response from the community and across the Province has well exceeded our expectations. Working with Echo Energy, Lacombe Fish & Game and Comet Welding to make this project a reality has been a really rewarding experience."

The ECHO Lacombe Association president is proud of the momentum Echo Energy is beginning to generate.

"Last week we were able to assist in making an important community project happen at Terrace Ridge School," said Bussiere. "Now we are happy to confirm our commitment to this great attraction. I think it is a testament to the responsiveness and flexibility our group has. Big or small, we can make great things happen for our city."

Along with supporting the Fishing Lure, Echo Lacombe Association has also funded the Echo Stage, the host venue for the popular Music in the Park series, as well as the recent Terrace Ridge Garden, which not only beautifies the outdoor space but provides a connection space for students. It also continues to sponsor important local events like the Culture & Harvest Festival, Light Up the Night festival and the Social Media Breakfast series.

#### **About the ECHO Lacombe Association**

The ECHO Lacombe Association includes representatives from the City of Lacombe, Burman

University and the Lacombe and District Chamber of Commerce, as well as an additional six members from the community at large. The group seeks to improve the quality of life within Lacombe by fostering a collaborative environment focused on cultivating innovation, nurturing a business-friendly culture, promoting sustainable growth and creating a safe, inclusive, vibrant and healthy community.

For information on the Echo Energy program, and to apply for the ECHO Lacombe Fund, please contact Guy Lapointe at (403) 782-1263 or [glapointe@lacombe.ca](mailto:glapointe@lacombe.ca).

**About the World's Largest Fishing Lure**

The Lure is a massive 40 feet, 5 inches long version of the famous Len Thompson No. 2 Five of Diamonds. The spoon weighs in at nearly 2600 lbs and the hook 900 lbs. Currently, the world record holder is located in Texas and measures at a length of 15 feet, 6 inches long. Dimensions have been submitted to Guinness for verification and confirmation of the world record.

To find out more about the Lacombe Fish & Game Association, please visit <http://www.lfga.ca/>

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