

THE VOICE OF THE BEACH WasagaSUN

Gearing up for Snowman Mania



Staff photo: Trina Berlo
Wasaga Beach Chamber of Commerce representative and Foodland owner Doug McCullough is hoping Snowman Mania, taking place on Family Day weekend in February, will become a winter destination event.

January 19, 2010

A new and improved Snowman Mania is set for Family Day weekend.

Organizers hope to provide a unique community event at a time of year when people are looking for something to do. They also hope the event helps attract visitors to Wasaga Beach.

The winter festival has existed in one incarnation or another for many years but the Town of Wasaga Beach and the Wasaga Beach Chamber of Commerce, with the help of many community partners, have revamped the event and are concentrating all events into one weekend.

Chamber of Commerce representative Doug McCullough, owner of Foodland, is one of the organizers.

"We see a 15 to 20 per cent lift in people coming to the Beach and I thought no one else around the area anywhere in the towns surrounding us has got anything going on that weekend and we should try to make this a drive-to destination rather drive-away," he said, noting students have a PD Day on Fri., Feb. 12, so it is a four-day weekend for some.

A Snowman Mania button can be purchased for \$2 and is good for free in-town bus rides with Georgian Coach Lines and access to the YMCA.

Snowman Mania begins Fri., Feb. 12 with a number of events at the RecPlex.

McCullough is organizing a chili cook-off, from 5:30 p.m. to 7 p.m., to kick-off the weekend. Six teams have entered so far. Free public skating will be offered next door at Oakview Woods skating rink from 5 p.m. until 9 p.m.

The Lions are hosting a special edition of Friday night bingo at the Lions' Den beginning at 5:30 p.m. and a youth Valentine's Dance will happen from 7 p.m. until 9 p.m.

On Sat., Feb. 13, several events will take place at Stonebridge Town Centre, including lumberjack demonstrations, ice carving, sleigh rides, snowshoeing and face painting from 10 a.m. to 4 p.m.

A cross-country ski scavenger hunt will take place at Wasaga Nordic off Blueberry Trail from 9 a.m. until 4 p.m. and the Wasaga Beach Snowmobile Club is having a poker run starting at their clubhouse at the Sports Park from 9 a.m. to 4 p.m.

The Wasaga Ganaraska Club is offering free snowshoeing at Oakview Woods from noon until 2 p.m.

Stonebridge and the Town of Wasaga Beach are putting on a fireworks display at Stonebridge Town Centre at 8 p.m. that night.

Sun., Feb. 14 begins with a pancake breakfast at the Lions' Den at the RecPlex from 9 a.m. until 1 p.m., the Wasaga Beach Rotary Club is serving hotdogs and hot chocolate at a toboggan party at Wasaga Sands Park from 1 p.m. until 3:30 p.m. and The Wasaga Beach Public Library is presenting a puppet show at 3 p.m.

The Chamber of Commerce will draw the winners of the Shop the Beach and Win contest at Canadian Tire at noon.

Snowman Mania will wind down on Mon., Feb. 5 with free skating at the Wasaga Stars Arena from 1 p.m. until 3 p.m.

McCullough said more events are to be added in the weeks leading up to the event.

Local schools are getting involved in various snowman related activities and people are encouraged to build snowmen in their yards.

Snowman Mania buttons can be purchased at Foodland, the Chamber of Commerce, Boston Pizza and other locations around town.