



PRESS RELEASE

Ded Eye Axe Throwing Sets a Target in Downtown Belleville

Belleville, Ontario, August 13, 2021 - **Ded Eye Axe Throwing** is your new destination for the sport of Urban Axe Throwing in the Bay of Quinte region! Whether you're an axe-pert or a beginner, there is fun to be had with Ded Eye's certified coaches and brand new facilities. They have just officially opened their location at **1 Bridge Street East, Unit 100** in the Downtown District.

The Ded Eye team is passionate about the sport and dedicated to the safety of all involved. Having taught thousands of people how to successfully throw an axe, their coaches can teach all skill levels from beginner to competitive. Their pro shop, league communities and practice options are a welcome addition to the Downtown District, adding an experience for all visitors.

Owner Joel George's journey with Axe Throwing came from a desire to see more social opportunities in the Quinte area. After going to BATL for axe throwing in Toronto about 8 years ago, he discovered it was unlike any other activity he had tried: the sound of the axe sinking into the boards was one of the most satisfying sounds and being able to get active away from screens just made for an excellent entertainment recipe that left him wanting more.

With no venues locally at the time, he felt that the sport of Axe Throwing was something that he wanted to share in our community. Ded Eye has a pending partnership with the International Axe Throwing Federation (IATF) and they look forward to continuing to build a community of axe throwers that not only compete but also support each other whether cheering from the sidelines or out and about in regular life.

On Friday, August 13, Joel and his family and staff were joined by representatives from MP Neil Ellis' office, representatives from MPP Todd Smith's office, Mayor Mitch Panciuk, Councillor Carr, Councillor Sandison, Jill Raycroft from the Belleville Chamber of Commerce, City of Belleville Staff and Luisa Sorrentino and Tiffany Spencer from the Downtown District BIA for an official ribbon cutting and grand opening ceremony.

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Joel chose to open in the Downtown District because he believes Belleville is poised for some very good things in the near future and wanted to be a part of that change, offering an exciting new hobby for people to really get plugged into on a weekly basis.

“I want to be a part of what the downtown's future will be and help shape it,” says Joel. “I want this to be a place where people can unwind from stress, get their frustrations out on the boards in a safe way and come away feeling invigorated to take on the world. Axe Throwing can be easy to learn but difficult to master, so I expect many customers will want to come back after seeing what axe throwing can be for them!”

Follow Ded Eye Axe Throwing on Facebook or Instagram at @dedeyethrowing or visit them online at www.dedeye.net.

For more information please contact:

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