

## Newly Restored Classic Muskoka Boat Allows Wedding Parties to Arrive In Style

Weddings in Ontario are big business. It is an industry that generates millions of dollars every year. Today's bride is no longer content with the ordinary. They want their wedding to be a uniquely memorable event and many resorts in Ontario are more than willing to accommodate. For many Ontario resorts, attracting their share of the ever-growing wedding market is tremendously important as resort weddings can be a very lucrative business that can supplement resort revenues over the slower and less prosperous swing seasons. Not surprising, competition to attract brides is heating up. Severn Lodge (<http://www.severnlodge.on.ca>), a traditional Muskoka resort that has been operated for over 80 years by the Breckbill family, offers brides a unique service to ensure that their Muskoka wedding is very special. It is a wedding feature that is not offered anywhere else.

Severn Lodge's classic Muskoka boat, Sevlo, which has been lovingly restored and maintained, is available for resort weddings to transport the bride and her bridal party to the ceremony or reception. This very special added touch, allows brides to make a spectacular entrance that will be long remembered by the bride and groom and wedding guests alike. Built for Lady Eaton of the prominent Eaton department store family by the Ditchburn Boat Company of Gravenhurst, Ontario in 1922, Sevlo is a 37' Ditchburn sedan motor launch that has been owned by Severn Lodge since 1944. Its primary use is to take their resort guests on scenic cruises of Gloucester Pool and to transport wedding parties and wedding guests.

"The Sevlo is an important piece of Muskoka's history. In the past, boats much like the Sevlo were commonly used by wealthy cottagers to get to their palatial summer homes in the area and by many of the classic resorts yesteryear that dotted Muskoka shorelines. Today sadly, not only have the classic motor yachts all but disappeared, so have most of the beautiful old Muskoka resorts," states Rick Breckbill, owner of Severn Lodge. "We've hosted many weddings over the years at Severn Lodge. We have found that when a bride selects Severn Lodge for her wedding it is either because she has a connection to the Muskoka area or because she wants a wedding venue that offers the beauty and singular charm of a tradition Muskoka lodge. Incorporating our historic motor yacht into the wedding festivities adds an additional touch of class and makes the day truly memorable. As well, the Sevlo provides many spectacular photo opportunities. Some beautiful wedding photos have been taken of the bride and groom on board. I don't know of any other resort in Ontario that offers a vintage boat for wedding parties", adds Breckbill.

Today, Severn Lodge is one of only a few long-established Ontario resorts to continue their long tradition of exceptional resort wedding services; catering to weddings, offering wedding packages, and the services of an onsite wedding coordinator to ensure that every detail of the wedding ceremony, the wedding reception, the wedding dinner and dance is taken care of. There is nothing more romantic than a beautiful Muskoka resort wedding, especially when the bride and bridal party arrive for the wedding ceremony in style on a classic mahogany motor launch.

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### About the Author

A Muskoka landmark, famous for its luxury accommodations, fine dining and spectacular waterfront, historic Severn Lodge has been a favourite lakefront resort for Ontario weddings, family vacations, romantic couple's getaways and corporate retreats. Perfect for both discriminating vacationers and business travelers, and one of Georgian Bay and Muskoka's premier full service resorts, Severn Lodge offers a variety of charming rooms, suites and cottages, as well as a wide-range of recreational facilities, conference facilities, and wedding facilities to hold the ultimate Muskoka resort wedding. To learn more about weddings at Severn Lodge, call toll free 1-800-461-5817 or visit the web site <http://www.severnlodge.on.ca>.

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