

The Sixth Launches a Georgian Bay Brand and a Free Passport to All 35 of Its Beaches

The Sixth declares Georgian Bay the "Sixth Great Lake," giving every shore its own crest, coordinates, and a free app to claim them.

GEORGIAN BAY, ONTARIO, CANADA, August 6, 2026 /EINPresswire.com/ -- Georgian Bay has been called the Sixth Great Lake for generations. Now it has a brand of its own. The Sixth, a new Georgian Bay lifestyle brand, has launched at shopthesixth.com to celebrate one of Canada's most iconic freshwater regions through apparel, a free digital passport, and a growing connection to local communities.



The Sixth, a new Georgian Bay lifestyle brand launching on the idea that Georgian Bay is the Sixth Great Lake. Courtesy of The Sixth / NorthFuse Group.

“

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*Fay Chapple, Co-founder of
The Sixth*

There is a real case behind the name. Georgian Bay is about four-fifths the size of Lake Ontario, big enough to stand as a Great Lake in its own right, and it holds the world's largest freshwater archipelago, the 30,000 Islands, along with Manitoulin, the largest freshwater island on Earth. Its windswept pines and open water helped inspire the Group of Seven, and its shoreline runs from the dunes of Wasaga to the cliffs of the Bruce Peninsula. For the people who live and summer here, it has always been the Sixth Great Lake in everything but the official count.

The Sixth was created for the people who feel connected to the Bay: locals, cottagers, boaters, paddlers, beachgoers, hikers, small-town explorers, and anyone who counts down the days until they are back by the water. Its premise is simple. Georgian Bay is not one generic place. It is dozens of specific ones, each with its own people, weather and memory. The brand's unofficial greeting says it all: "What's your beach?"

The launch centres on the Beaches Collection, which gives all 35 of Georgian Bay's beaches, and counting, their own hand-drawn crest and GPS coordinates, from Wasaga and Sawlog Bay to

Thunder, Balm, Awenda, Killbear, Sauble and Tobermory. The timing lands with the season. Wasaga Beach was just ranked Canada's number one beach, and Tiny Township has opened a new public beach at Sawlog Bay. Under The Sixth, every one of those shores now has an identity people can wear.

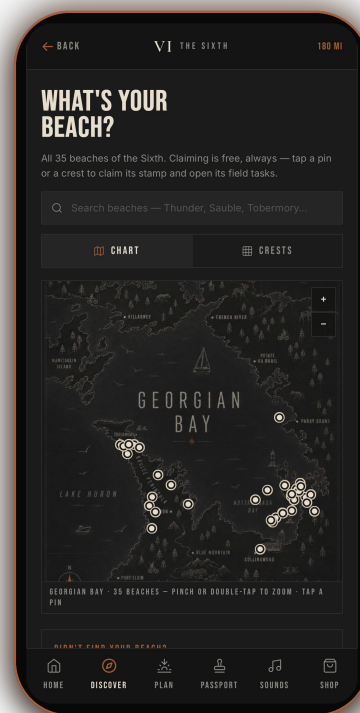
At the heart of the brand is [The Sixth Passport](https://passport.shopthesixth.com), a free digital passport that is live now at passport.shopthesixth.com. Users claim their beaches, complete real-world field tasks, and earn stamps, ranks and "Bay Miles," climbing from Deckhand to Legend of the Sixth. Each beach unlocks a Field Guide written with local knowledge. In the seasons ahead, the passport will grow to connect people with local towns and businesses, turning a summer on the Bay into something you can collect, share and remember.

"The Sixth is more than a clothing brand. It is a love letter to Georgian Bay," said co-founder Fay Chapple, a Georgian Bay cottager of 25 years who moved to the shore full-time five years ago. "This place has its own culture and its own rhythm. We wanted to build a brand that captures that feeling, and gives people a reason to go see a shore they have driven past their whole life."

Co-founder Stacy Maynard grew up in Halifax and moved to Georgian Bay from Toronto two years ago. "The first time I stood on the open Bay, it felt like the coast I grew up on," said Maynard. "There are five Great Lakes everyone knows. For the people who know Georgian Bay, there is another one they feel. That is The Sixth."



Co-founders Fay Chapple and Stacy Maynard on a Georgian Bay beach. Courtesy of The Sixth



The Sixth Passport, a free digital field guide to Georgian Bay's 35 beaches where users claim shores and earn Bay Miles. Courtesy of The Sixth.

The Sixth launches with four collections: Beaches (a crest for every shore), Rivalry (its cheeky "Great Lake energy, not lake house energy" line), West Wind (inspired by the Group of Seven painters who made these windswept pines famous), and VI Essentials. Each piece is designed to feel timeless and rooted in Georgian Bay rather than traditional souvenir merchandise.

Community is built into the model. The Sixth invites local businesses across the region, from cafés and general stores to vintage shops, outfitters and makers, to be featured for free in the field guide and Passport for the beach nearest them, so visitors are pointed to real local spots worth the detour. Every listing is personally visited and curated by the founders, keeping it a genuine local guide rather than paid placement. The brand is also opening its Beach Curators program, which invites Georgian Bay residents to submit photography of their home beaches for credit and a gallery feature. Businesses can apply to be featured at shopthesixth.com/pages/partners.

Shop, claim your beach, or join the story at shopthesixth.com. Press images, the 60-second founder film, and full brand assets are available in the [press kit](#) at shopthesixth.com/pages/press.

About The Sixth

The Sixth is a Georgian Bay lifestyle brand built on the idea that Georgian Bay is the Sixth Great Lake. It gives all 35 of the Bay's beaches, and counting, their own hand-drawn crest and GPS coordinates across four apparel collections — Beaches, Rivalry, West Wind and VI Essentials — paired with a free digital Passport where locals and visitors claim their beaches, complete field tasks, and earn Bay Miles. The Sixth is a NorthFuse Group company based in Tiny, Ontario. Learn more at shopthesixth.com.

Media Contact

Fay Chapple, Co-founder

The Sixth

press@shopthesixth.com

shopthesixth.com

Press kit: shopthesixth.com/pages/press

Fay Chapple

The Sixth

press@shopthesixth.com

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