

Mid-America BOAT & FISHING SHOW

January 15-24 I-X Center

BOAT SHOW NEWS

FOR IMMEDIATE RELEASE

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MID-AMERICA BOAT & FISHING SHOW OPENS JAN. 15-24

WHAT: 53rd annual boat show in Cleveland

WHEN: January 15-24, 2010

WHERE: I-X Center, 1 I-X Center Drive, Cleveland, OH 44135

FEATURING: Pre-owned product alongside the newest powerboats, fishing boats, sailboats and personal watercraft

HIGHLIGHTS:

- A canned food drive to benefit the Cleveland Foodbank will be held on Tuesday, Jan. 19. Each visitor that brings in four cans will be given free admission to the show!

- Put-in-Bay Day on Thursday, Jan. 21 will be celebrated with a \$5 after 5 promotion. At 5 p.m., the show's admission price will be reduced to \$5 through the remainder of the night and entertainment from South Bass Island staples Mike "Mad Dog" Adams, Ray Fogg and Westside Steve Simmons will be provided.

- Twiggy the Water Skiing Squirrel has been delighting audiences for decades on her miniature skis behind a remote-controlled powerboat. She will perform during the second weekend of the show, Jan. 21-24.

- Many exhibitors will be offering Family Fun Day on a Boat giveaways. Visitors may sign up to win fishing trips, sunset cruises, island runs and sailing excursions on Lake Erie and inland waterways. Raffles for the trips will be held each day.

- Kids and families should be sure to check out Capt'n Willie the Great Lakes Pirate for a dose of music, fun, nautical nonsense and Great Lakes trivia. Each child who completes activities at all Capt'n Willie education stations on the weekends (Saturdays and Sundays) will be given a free indoor Ferris wheel ticket!

- Discount coupons will be available from participating Mr. Hero restaurants on Jan. 1 and all BOATU.S. members can purchase discounted tickets at clevelandboatshow.com.

BOAT SHOW HOURS

Fridays, Jan. 15, 22:	3 p.m. – 9 p.m.
Saturdays, Jan. 16, 23:	11 a.m. – 9 p.m.
Sundays, Jan. 17, 24:	11 a.m. – 6 p.m.
Monday, Wednesday, Jan. 18, 20:	Noon – 9 p.m.
Tuesday, Thursday, Jan. 19, 21:	3 p.m. – 9 p.m.

ADMISSION

Adults:	\$12
Children 12 and under:	FREE!

- For more information, visit www.clevelandboatshow.com •

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Produced by the Lake Erie Marine Trades Association

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