
Mid-America 
BOAT & FISHING
SHOW
January 15-24 I-X Center

BOAT
SHOW
NEWS

FOR IMMEDIATE RELEASE

CONTACT: Mike DiLorenzo – (440) 899-5009 x15 / mikedilorenzo@sbcglobal.net

BOAT SHOW EVOLVES FOR NEW GENERATION OF BUYERS

CLEVELAND — This January’s boat show in Cleveland will be given a new name and new features in an effort to reshape the 53-year-old event to fit today’s boating market.

The Mid-America Boat & Fishing Show will be held Jan. 15-24 at the I-X Center and will include pre-owned product alongside the newest fishing boats, powerboats, sailboats and personal watercraft.

“After holding the same type of show for so many years, it was time to take a step back and look at the big picture,” said Show Manager Ken Alvey. “Most boaters enter the sport through the used market and half of all boaters on Lake Erie use their boats for fishing. Those are two large segments of the boating community and it was a no-brainer to tweak things a bit to appeal more to them.”

Fishing boats for all types of waterways and budgets will be shown and a stage will be constructed to host more demonstrations from the area’s top anglers than in years past.

The weekends will feature “mini colleges” and appearances by 2009 MWC World Walleye Champions and MWC Team of the Year winners Matt Davis and Dan Gies, of Marion and Huron, Ohio, respectively.

Angler’s Alley visitors will also be able to enter to win a Raymarine A57D Chartplotter/ Fishfinder and Ray218 waterproof VHF radio – a package worth more than \$2,000.

Day trips on the water from regional dealers will be raffled off each night and Twiggy the Water Skiing Squirrel will be on hand to entertain families during the second weekend (Jan. 21-24).

“It could be the best buyer’s show in decades,” said Alvey, “but we’re still going to offer plenty of discounts during the week to further entice people to come and check things out.”

Those discounts include a canned food drive on Tuesday, Jan. 19, when each visitor who brings four cans of food for the Cleveland Foodbank will be given free admission.

Later in the week, on Thursday, Jan. 21, “Put-in-Bay Day” 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.

Children 12 years old and younger will receive free admission on all days and family activities on the weekends will be led by Capt’n Willie the Great Lakes Pirate.

Discount coupons are available at participating Mr. Hero locations and all BOATU.S. members can purchase discounted tickets at clevelandboatshow.com.

For details, visit clevelandboatshow.com.

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Produced by the Lake Erie Marine Trades Association

1269 Bassett Road • Westlake, OH • Phone: 440-899-5009 • Fax: 440-899-5013 • lemta.com