

Cleveland
**Boat & Waterfront
Lifestyle Expo**
January 16-25 I-X Center

**BOAT
SHOW
NEWS**

FOR IMMEDIATE RELEASE

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EXPO AIMS TO INTRODUCE NEW PEOPLE TO BOATING

CLEVELAND — For more than 50 years, visitors have only been able to see and buy new boats at the Cleveland Boat & Waterfront Lifestyle Expo.

Most people, though, enter the sport of boating through the used market.

Organizers recognized an opportunity to inject new blood into the show and will debut the Pre-owned Pavilion in 2009.

“We’ve never displayed them at the show before, but interest in used boats has grown considerably over the past decade,” said Show Manager Ken Alvey. “Consumers looking to get into boating need to start somewhere and are usually able to get more for their money with a used boat. That first purchase often leads to bigger things and a lifetime of fun on the water.”

The Pre-owned Pavilion will not be the only feature aimed at first-time boaters when the expo opens Jan. 16-25.

Many of the show’s watercraft dealers will team up to offer Family Fun Day on a Boat giveaways, which will include complimentary fishing trips, sunset cruises, island runs and sailing excursions on Lake Erie and inland waterways.

Drawings will be held daily during the week.

Additionally, a Discover Boating section will be set up to highlight package deals that may be found at the show for less than \$20,000 and Ravenna Marine will be raffling off a \$23,000 Glastron powerboat.

“There won’t be a better time to buy,” said Alvey, “so anyone that has any interest in boating should make 2009 the year to check out the boat show. The deals will be better than they have ever been and you could even walk away with a free trip on the water.”

Entertainment options for those looking for a break from the boats will include Twiggy the Water Skiing Squirrel, Capt’n Willie the Great Lakes Pirate, pro fishing speakers at the Angler’s Alley stage and Cleveland’s own “skinny little boy” Alex Bevan.

On Monday, Jan. 19 (Martin Luther King Jr. Day), the expo will raise money for Lake Erie research by donating \$1 from every ticket to the Ohio State University Sea Grant Program and Stone Laboratory. Sea Grant’s programming for the day will be highlighted by presentations from Kristen Stanford, the Lake Erie water snake researcher who was featured on an episode of “Dirty Jobs” on the Discovery Channel.

Hundreds of powerboats, sailboats, and personal watercraft will be on display at the Cleveland Boat & Waterfront Lifestyle Expo, Jan. 16-25 at the I-X Center. Admission is \$12, children 12 and under get in free. Discount tickets are available at Discount Drug Mart stores.

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Produced by the Lake Erie Marine Trades Association

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