

NEWS RELEASE

Chicagoland In-Water Boat Show

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MAJOR CHANGES FOR CHICAGOLAND BOAT SHOW

A new brand identity and major upgrades reflecting new event leadership will be unveiled at this year's Progressive Chicagoland In-Water Boat Show at Michigan City, opening for four days, August 11-14.

From the event's name to the family attractions, Lake Michigan's only in-water boating exposition will be flying a new banner under new show manager Bryan Ralston. This year's edition will combine a fleet of new boats, musical entertainment, new food choices and other activities to create a boating rendezvous atmosphere.

When Bryan Ralston was appointed the new show manager last spring, he was challenged to create an event that would have new appeal to boaters, anglers and wannabes. "After examining every aspect of the show, we determined it was no longer exciting or inviting," Ralston explains, "so we wiped the board clean and built from there."

Ralston's priority was clear. "Today, it's all about the experience," he says. "If people are going to take valuable time to attend, they want to have fun. After all, boating is fun."

To do it, Ralston has revamped the show's footprint; scheduled musical entertainment featuring the likes of singer-songwriter Jeff Tucker; created an interactive Kid's Zone surrounding the return of the Twiggy the Water Skiing Squirrel show; set up fishing clinics and casting contests; added new food choices like the popular Blue Chip food trailer on the weekend, and more.

Entertainment aside, boats and accessory displays will still take center stage. "In every survey we studied," noted Ralston, "boaters cited seeing new boats as their number one reason for attending. This year's event won't disappoint. With the boating industry finally out of the recession, boat builders are aggressively introducing new models again. Boat sales continue to increase and dealers will be unveiling the largest number of new models in many years."

More than 200 boats ranging from inflatables to 50-foot-plus motor yachts will be on display, most in-the-water and all available for boarding. In addition, nautical accessory displays will be housed in dockside tents.

Show hours will be: Thursday and Friday (Aug. 11-12) 12 Noon to 8:00PM; Saturday (Aug. 13) 11:00AM to 8:00PM; Sunday (Aug. 14) 11:00AM to 6:00PM. Admission: \$12 Adults; Seniors 60+ \$8.00; Children 12 and under free; Discount \$2 off Adult with online purchase.

For latest show information, go to: www.michigancityboatshow.com