

NEWS RELEASE

Chicagoland In-Water Boat Show at Michigan City

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B & E MARINE PLANS BIG EXHIBIT AT NEW IN-WATER BOAT SHOW

Michigan City, IN --- Citing the one chance for all boaters to see the widest range of new boats in one place, B & E Marine has announced plans to stage the largest exhibit at the new Progressive Chicagoland In-Water Boat Show at Michigan City, August 11-14.

“We’ll be joining the region’s top boat dealers in staging this event with its new name, new management and exciting new family features that we know boaters will enjoy,” says Rod Benz, Director of Sales/Owner for B & E Marine. “We want to line up our best brands with those of the other exhibitors from around Lake Michigan.”

To do it, B & E will display more than 25 boats (13ft-47ft) with larger ones in-the-water and smaller trailerable models on dry land adjacent to the docks. For example, the exciting new 2017 Sea Ray 400 Sundancer will make her debut on the docks along with the all-new 2017 Sea Ray SLX line-up (4 models). B & E will also highlight the new Boston Whaler 250 Outrage along with several other Boston Whaler models. Finally, Meridian Yachts new 441 Sedan Bridge will be on display along with several pre-owned boats.

All the models in the SLX series boast cutting-edge technology, top performance and luxurious comfort features. Meanwhile, the big 400 Sundancer is a “social” giant featuring an open floor plan, big windows, large sunroof and rich materials throughout. She also has two full-beam staterooms for a great life on the water.

“This show has always been the highlight of our season,” says Benz. “We get to join the region’s most successful dealers in an on-the-water atmosphere that is just plain fun! We also welcome the public to join us for our special B & E Owners Club Dock Party on Friday evening from 6pm-8pm. We’ll have music, refreshments and a boating rendezvous atmosphere.” (RSVP at www.BEmarine.com under “events tab”)

Fun is part of the new show format this year. Daily musical entertainment will feature the likes of music of popular singer-songwriter Jeff Tucker. His “Oh Condoleezza” or “Going Home to Graceland” are familiar Tucker originals but he also performs family-friendly music mixing in elements of rock, pop, and country to connect with everyone in his audience.

Connecting with the kids in the first-ever Kidz Zone is also a priority this year. In addition to face painters and interactive games, the world famous Twiggy the Water Skiing Squirrel show will anchor the Kidz Zone. She last appeared in Michigan four years ago and was voted the most popular entertainment feature in the history of the boat show.

A new name, a new footprint, new activities, new entertainment and lots of new boats and accessories will make it a new day at Lake Michigan’s only in-water boat show. 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