

PRESS RELEASE

West Tennessee Boat, Sport & RV Shows!

Trade Winter Chills For 'Fun & Sun'

Escape the cold chill of winter with visions of "fun in the sun," at the Jackson Boat, Sport and Travel Show, February 14, 15, 16 and 17, 2008. Whether you're an avid sportsman or just a dreamer, you'll get a whole day of fun the whole family will enjoy, for less than the cost of a movie and popcorn.

The Jackson Boat, Sport and Travel Show bursts with things for the boater, the fisherman, the hunter, and families, to take part in and enjoy. Some of the events listed for the show include:

Fishermen! Soak up some "Fishing on the Wildside" from Tennessee Wildside's Joey Monteleone and "Fishin' Tennessee" tips from bass angler and outdoor writer Jim Duckworth. Shop tackle galore from spinnerbaits, jigs, plastics and the latest and greatest lures and attractants. Learn professional guide Jack Devor's secret to finding the redear.

Hunters! Gain some fabulous hunting and duck calling tips from World Champion duck caller Mike McLemore and Yellow Yelper's Bobby Bridges.

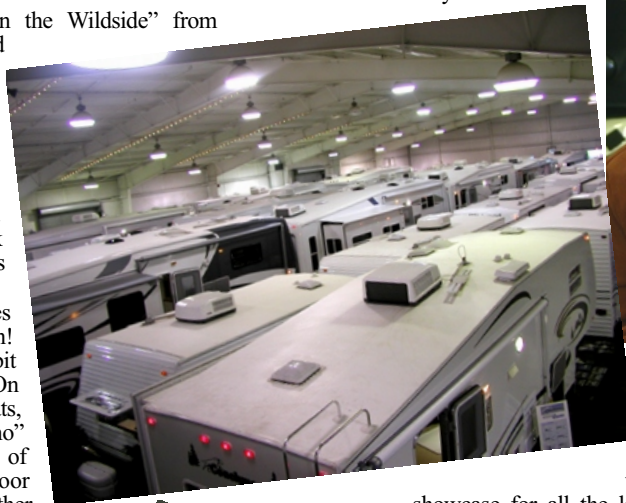
Boaters! Shop dealers from four states sporting watercraft for families and fishermen! Dealers from four states gather to exhibit products for every avid outdoor enthusiast. On display you'll find pontoon boats, deck boats, bass boats, jon boats, fishing boats, "camo" duck boats, all terrain vehicles in a variety of forms, an abundance of tackle, outdoor publications and an extensive variety of other exhibitors all there for "show and sell."

Campers! Browse through over two million dollars of recreational vehicles on display, choose from fifth wheels, pull-behinds, motorhomes and pop-ups.

Families! Fish in the ever popular trout pond, where you can "keep 'em or throw 'em back." Meet Miss Tennessee 2008 - Grace Arnold Gore, get her autograph and don't miss the photo opportunity. Attend the SkyWarn Spotter Training Program, sponsored by the National Weather Service, free of charge. Learn to spot life threatening storms with the naked eye. The class is two hours long (1:00 p.m. - 3:00 p.m.), and classroom materials are provided.

Admission: Children under 6 are admitted free to the show, and ages 6-12 are only \$2.50... but what may be more important is that a boat show can pique the imagination. A special free-admission time from HeavyWeight Promotions is "Family/Senior Day." All children 12 and under (with accompanying adult), and all seniors over 65 attend the show at no charge. "Family/Senior Day" is Thursday, February 14 from 3:00 p.m.-9:00 p.m.

Going to an outdoor show helps get the adrenaline going and provides a way to "connect" to the woods and water, even when the lakes are frozen solid. Treat the show as a day of



entertainment with promises of sun to come.

Outdoor shows are also a great venue for learning about boats, ATVs, RVs, and all the options that are available. A one-stop showcase for all the latest and greatest the industry has to offer including gear, electronics, and, of course, boats, ATVs, and RVs of every size, shape, color and price. But unlike consumer car shows that simply exhibit new models and concepts, outdoor shows are a great forum to look, feel and actually make a purchase.

Most everyone agrees, in the middle of winter, it's a great activity to clear away the blues. The

Jackson Boat, Sport and Travel Show will be at the Carl Perkins Civic Center and the Jackson Fairgrounds Indoor Activities Building in Jackson, Tennessee. Show dates: February 14, 15, 16, and 17. Hours: Open Thursday from 3:00 p.m. - 9:00 p.m., Friday from 3:00 p.m. - 9:00 p.m., Saturday from 9:00 a.m. - 9:00 p.m., and Sunday from 12:00 p.m. - 6:00 p.m. Admission: \$6.00 for adults, \$2.50 for children ages 6-12, and children under 6 are free.

For exhibitor information call 800-225-7469. For more information about the show, listing of features and attractions, current schedule of events, and printable discount admission coupons, please visit www.JacksonBoatShow.com

