

FOR IMMEDIATE RELEASE
For further information contact:
Beriault Entertainment Marketing
Jim Beriault, 503.968.6806 office
jb@B5PR.com



FACT SHEET

It's the 50th Anniversary of the Portland Boat Show!

The All-New Show is sure to excite boaters

Portland, Ore. — Don't miss this show! The 50th Anniversary of the Portland Boat Show® has plenty to offer boaters with every interest and lifestyle. The show has completely revamped the layout, added more accessories, invited more boat lines, and changed the schedule to a more convenient 5 days with longer hours!

The Portland Boat Show is set to launch, Wednesday, January 13. Hundreds of boats are being transported to Portland including sailboats, wakeboard boats, an enormous houseboat, pleasure craft and a great selection of sport boats and fishing boats all inside the Expo Center. **The show runs this January 13th through 17th.** Remember, you only have Five Days this year to see this annual show, visit www.OTshows.com for all the details! Every boater wants to see what's new in boat lines, technology and accessories — and the 2010 Portland Boat Show is ready to go. Each year the manufacturers and dealers bring in their latest designs for unveiling — and expect great deals this season. So bring your best offers!

PORTLAND BOAT SHOW FACTS

NEW DATES & TIMES:

Wednesday, January 13	10am to 9pm
Thursday, January 14	10am to 9pm
Friday, January 15	10am to 9pm
Saturday, January 16,	10am to 8pm
Sunday, January 17,	10am to 6pm

ADMISSION:

\$10 general admission
Children 12 and under are free
Discount Coupons available online at the shows' web site: www.OTshows.com

PARKING:

\$7.00 at the Expo Center
\$6.00 for car pools (for three or more people) Parking is not included in admission price

LOCATION:

Portland Expo Center

For more information about the 2010 Portland Boat Show visit: www.OTshows.com.

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The 50th Annual Portland Boat Show is making waves January 13-17, 2010 at the Portland Expo Center. For more information, visit www.otshows.com or call 503-246-8291. Take MAX Yellow line to the Expo.

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It's Anchors Aweigh as the revamped Portland Boat Show® launches

Portland, Ore. — The big indoor boat show for the Northwest is almost ready! The Portland Boat Show® is celebrating its 50th Anniversary as a leader in the boating industry – is unveiling an all-new show! Boaters are going to enjoy the revamped show with longer hours, a redesigned floor plan, returning boat lines to re-discover, and a more convenient 5 days to see it all. **The Portland Boat Show runs this January 13 through 17 at the Portland Expo Center. For more info visit: www.OTShows.com.**

The Portland Boat Show is returning for its 50th year as one of the biggest – all indoor – boat shows in the region. Each year the show looks for the most interesting features, seeks the newest boat designs and provides plenty of boating choices for all boating aficionados. The Portland Boat Show is set to launch on Wednesday, January 13, 2010. This is the first time the show has started on Wednesday with new days and times. It is important for boaters to note this change – you have 5 days to make your best deal with hundreds of boats on display including sailboats, cruisers, pleasure craft and countless sport and fishing boats.

Of course, the big lure for boaters is seeing what's new in boat lines, technology and accessories — and the 2010 Portland Boat Show is the best place to start this journey. Every year, manufacturers and dealers bring in their latest designs for introduction. Expect plenty of new boat lines this year, and see what's new from a wide range of manufacturers and dealers.

For the past 50 years, the Portland Boat Show has marked the start of the boating season for local dealers and boating enthusiasts in the Northwest. The show accounts for a strong amount of business for local dealers, as hundreds of boats are sold during the show. This is the place to shop, compare and make your best deal. “I think it's important for consumers to know that the boating industry is alive and well in the Northwest. We are back, we have a revamped and exciting show, and you have 5 days to see it all,” said John Collette, Managing Executive Director, Portland Boat Show.

Of course, the Portland Boat Show has a wide array of dealers and manufacturers. The Portland Boat Show has more accessories and hard to find extras all in one location.

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New Features at the Portland Boat Show®

Don't miss what's new during the 5 day boating event!

Portland, OR – The Portland Boat Show – for 50 years – has always strived to find the newest and best features, the finest marine-based technology, outstanding services and cutting edge boat design. This year the Portland Boat show is showcasing several innovative companies and organizations. **Visit The Portland Boat Show this January 13th through 17th at the Expo Center.** Remember - you have Five Days to find something new at the show – here are some suggestions:

RiverWild Jet Boats will unveil the **Eco-Jet** – a new line of boats. River Wild is first boat builder in the U.S. to offer the Eco Tec Marine Engine along with their new ultra-efficient hull design. The Eco Tec 2.2 liter engine weighs in at only 343 lbs. This four cylinder, fuel injected, fresh water-cooled dynamo offers the best weight to horsepower ratio in the industry. Boasting 4 gallons per hour this efficient boat will provide hours of operation at half the cost of other manufacturers' boats.

Englund Marine Supply is going to have a huge assortment of accessories from tackle to bar-b-ques and more. This will be the largest retail display Englund Marine has ever created at the Portland Boat Show! Some of the accessories include: Perko will have a new L.E.D. running light display, Taco Marine has new stainless rod holders and tuna outriggers, Mustang Survival will have a new inflatable vest that will be unveiled. And fishermen, there will be boat full of closeout and discontinued tackle and other great items at amazing prices.

Shasta Lake Resorts, one of the top destination specialists on Shasta Lake, will be bringing an enormous houseboat to the show. **The Escapade**, is an enormous, and we mean enormous houseboat. Able to sleep up 15 people, it features a fully functional galley, complete entertainment area, queen bed state rooms, jetted water slide, and multiple decks. Come see one of the largest houseboats ever to be brought inside the Expo Center!

Schooner Creek Boat Works, one of the top marine boat builders in the world, will be highlighting two very different craft, but equally beautiful. **The Maggie Brown**, an express cruiser powerboat – coming in at 40 feet, is the company's best crafted example of wood craftsmanship and design. Schooner Creek is also bringing a 70 foot long sailboat – **The Rage** – making it one of the largest boats ever presented at the Portland Boat Show. This massive racing sailboat is simply gorgeous.

Jr. Boat Builder is back – one of the most popular programs launched at the Portland Boat Show, kids can build small boats out of wood and learn the basics of boat building. Schooner Creek Boat Works is sponsoring this fun and interactive program – come by!

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It's the *Oregon Outdoor Experience* at the Portland Boat Show® *State Agencies Converge at the Portland Boat Show!*

Portland, OR – A first ever combination of Oregon State agencies in one location at one time is happening at the Portland Boat Show! Creating this first ever one-stop-resource are Oregon Parks & Recreation, The Oregon State Marine Board, Oregon Tourism Commission and The Oregon Department of Fish & Wildlife. Named the *Oregon Outdoor Experience – Stay & Play*, the state agencies will offer the ultimate in education, resources, activity expertise, licensing, and destinations. **Be sure to visit the Portland Boat Show this January 13th through 17th at the Expo Center.** The Five Day show is your best chance to visit with all the state agencies vital for your next Oregon based adventure!

Every year, the second most asked question at the boat show is, “where can I take my boat, what activities can we do?” Now for the first time, those State of Oregon agencies responsible for answering that very question will be on hand at the Portland Boat Show. “This is a big first for the Portland Boat Show,” notes Peter O’Loughlin, show manager. “You will be able to get all the info, education and destination help about Oregon in one place.”

The Oregon Outdoor Experience – Stay & Play

Oregon State Marine Board

Marine Board staff will be on-hand to explain the new Aquatic Invasive Species (AIS) Prevention Permit Program. Aquatic Invasive Species have already contaminated waterways on the east coast and the mid-west, causing extensive damage to fisheries and disrupted the delicate balance needed to sustain native aquatic species. This new program funds invasive species prevention, detection and containment. Learn what species are already here, what boaters can do to prevent their spread and the efforts underway to make sure our waterways stay clean.

Motorized boaters (including sail boats) automatically pay an additional \$5 to their boat registration when their registration is due. Current registration decals act as proof of payment into the AIS program and are good for two calendar years. Non-motorized boats, paddlecraft and out-of-state boaters can purchase their annual permit for \$7 (\$5 permit plus \$2 agent fee) online at www.dfw.state.or.us or any ODFW license agent. Need your boater education card? Staff will be available to proctor equivalency exams at the show for free! In 2010, all boaters who operate boats 10 hp or higher need to carry a boater education card when out on the waterways. Marine Board staff will also be available to help you with all of your registration, education, facilities and law enforcement needs.

-More-

Oregon Parks & Recreation

Oregon Parks & Recreation will be setting up a family friendly camping area – complete with a functional Yurt! A large display of state parks in the Portland area and Willamette Valley will give adventure seekers all the locations they could ever visit. This year's message from Parks & Recreation is: Go Play – In Your Own Backyard! There will be plenty of great materials, brochures, and all the literature you'll need to go and actually play. And when they say play – they mean – hike, bike, fish, swim and generally have fun this coming spring and summer.

Travel Oregon

The travel experts at Travel Oregon are bringing a great variety of publications, magazines, maps and brochures to help plan your trips around Oregon. Be sure to pick up the Travel Oregon Magazine – this gorgeous and sophisticated magazine has plenty of expertly written articles all about exploring Oregon. Additionally, the Trip Planner magazines are perfect for those looking to plan a complete journey around the state with itineraries, maps, guides, and lodging tips. The magazines truly focus on individual and family interests including sites, arts, culinary tastes, history or just the outdoors. Now that you got a boat, where are you going to take it? Grab one of the many maps available at the Travel Oregon booth!

The Oregon Department of Fish & Wildlife

It's all about "How To" and licensing with The Oregon Department of Fish & Wildlife. The Department is bringing kiosks so that if you want your next license or tag, you need only visit the Portland Boat Show! "We want to make it easy for everyone from hunters to angler to get their needs met," said David Lane – Oregon Department of Fish & Wildlife. Additionally, Fish & Wildlife will have a bunch of publications on How to Crab, How to Clam, and How to Steelhead Fish, plus many others. "One thing we want fishing enthusiasts to learn from us is – there are 50 amazing places to fish – within 60 minutes of Portland. That would make a trip to the Portland Boat Show worth it right there!

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It's Sailboats Galore at Portland Boat Show® ***Sailboat addicts can get their annual update at the show***

Portland, OR – If spinnakers give you goose bumps and you know the difference between a jib and a mainsail, you'll feel right at home among all the sailboat displays and dealers at the Portland Boat Show®. Each year this section of the show is a true crowd favorite. This year's show promises to be very exciting with a great array of sailboats. Are you new to sailing? Want to learn? No worries; sailing experts, clubs and dealers will be on hand to lend a land lubber a hand. **Visit the sailboat section of the Portland Boat Show this January 13 through 17 at the Expo Center** – Remember you got only Five Days to find something to fill your sails!

Whether you are looking for something that is 5 feet long or 25 feet long, the sailboat area at the Portland Boat Show is sure to meet your needs. Here is a list of the Sailboat dealers, suppliers and vendors participating in the 50th Anniversary show!

- BANKS SAILS
- BLUE WATER YACHTS/MARINE MARKETING
- CAL 20 FLEET
- COLUMBIA RIVER ALL CATALINA ASSOCIATION
- CORINTHIAN YACHT CLUB OF PORTLAND
- HAYDEN ISLAND CANVAS AND SAILS
- HOBIE CAT FLEET
- ISLAND SAILING CLUB
- KIDS BOAT BUILDING
- LEE SAILS OF OREGON
- MESSENGER SAILING ADVENTURES
- OREGON MARINE INDUSTRIES
- OREGON WOMEN'S SAILING ASSOCIATION
- PASSION YACHTS
- RIVER CITY SAILING
- RIVERSWEST SMALL CRAFT CENTER
- ROSE CITY YACHT CLUB
- SEA SCOUTS/BSA
- SCHOONER CREEK BOAT WORKS
- SIGNATURE SAILING YACHTS
- SYSCO-SMALL YACHT SAILING CLUB OF OREGON
- VANCOUVER LAKE SAILING CLUB
- WEST COAST SAILING
- WILLAMETTE SAILING CLUB

Schooner Creek Boat Works is bringing one of the largest sailboats to ever grace the Expo Center - the 70 foot long sailboat – **The Rage**. This massive racing sailboat is simply gorgeous. Additionally, Schooner Creek will also have its Junior Boat Builder program in full-swing where kids can build their own miniature boat to keep – for free! The Jr. Boat Builder program at the Portland Boat allows thousands of kids the chance to build a little boat for a keepsake.

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Sailing Seminars Conducted By Island Sailing Club

Here is a great selection of sailing seminars conducted by some note worthy pros – it's an innovative mix of topics and professionals.

January 13th - Wednesday

7 – 7:30 – Reefing – Learn to reduce your sail area to increase control and sail safer in higher wind conditions.

January 14th - Thursday

7 – 7:30 – Problematic Diesel: Troubleshooting fuel, electrical and compression problems that prevent a diesel engine from starting and running smoothly. Tools and knowledge all marine diesel owners should know!

January 15th - Friday

7 – 8:00 – Cruising the South Sound: A personal collage of photos and stories from a highly experienced cruiser. There will be a slide show and discussion.

January 16th - Saturday

1 – 1:30 – The Sudden Skipper: How to react if the skipper becomes suddenly incapacitated by illness or injury. Immediate actions to protect the skipper, boat and crew as well as how to get help to you on the water. Lecture with handouts available.

2 – 2:30 – Hidden Gems: Portland Area River Destinations – Explore public docks and obscure gunk holes on the Columbia and Willamette Rivers. Lecture supported by projected charts and graphics along with handouts.

January 17th - Sunday

1 – 1:30 – Introduction to Sail Trim – This seminar focuses on how to achieve the maximum efficiency from your sails in both high and low wind conditions. Presented by Dale Wagemester from Banks Sails

2 – 2:30 - Can I Get Under That Bridge? Determining safe clearance, and communicating with the drawbridges. Passing under and through bridges safely is the focus of this lecture. Lecture is supported by slides and handouts.

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