



**FOR IMMEDIATE RELEASE**

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## **FACT SHEET**

### **The Portland Boat Show® Launches in January**

***The big annual show will feature hundreds of boats and accessories!***

**Portland, Ore.** — The 52nd Annual Portland Boat Show is slated to launch on January 11<sup>th</sup>, and if you are looking to find an outstanding selection of boats, at the right price, and want the chance to shop and compare hundreds of boats of all brands and styles, the Portland Boat Show should be your next stop. This year's show has plenty to offer boaters with all kinds of interests and on-the-water lifestyles - from fishing, to water skiing and jetting around on personal watercraft. **The 5 Big Days of boating excitement is coming up, with longer hours, and plenty of boat lines to choose from - this January 11 through 15 at the Expo Center. For more info visit: [www.otshows.com](http://www.otshows.com).**

Hundreds of boats will be shipped to the Expo Center, including sailboats, wakeboard boats, an enormous houseboat, pleasure craft, sport boats and of course fishing boats - all inside 200,000 square feet of boat filled exhibit space! The top local and national manufacturers, associations and dealers will be in attendance – along with boating retailers, accessory suppliers and experts.

The Portland Boat Show is only Five Days and you get only ONE chance per year to have a major boat show in Portland. Be sure to visit [www.otshows.com](http://www.otshows.com) for all the info plus discount coupons! Each year, boaters from all over the Northwest want to see what's new in boat lines, technology and accessories — and the 2012 Portland Boat Show will be stocked. Manufacturers and dealers bring in their latest designs for unveiling and are ready to make great deals as the boating industry continues to recover. So bring your best offers!

#### **PORTLAND BOAT SHOW FACTS**

**DATES & TIMES:**

Wednesday, January 11	10am to 9pm
Thursday, January 12	10am to 9pm
Friday, January 13	10am to 9pm
Saturday, January 14	10am to 9pm
Sunday, January 15	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](http://www.otshows.com)

**PARKING:**

\$8.00 at the Expo Center

\$7.00 for car pools (for three or more people) **Parking is not included in admission price**

**LOCATION:**

Portland Expo Center, For more information about the 2012 Portland Boat Show visit: [www.otshows.com](http://www.otshows.com). Take the Yellow Max Line to the Expo Center.



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## **An Abundance of Boating Abounds!** **The Portland Boat Show® returns to the Expo Center**

**Portland, Ore.** —The Portland Boat Show returns to the Expo Center (the only group of buildings big enough to hold the all-indoor show in the Northwest). Boaters are going to take pleasure in a great show with more convenient hours, an updated floor plan for the best in shop and compare opportunities, plenty of new and returning boat lines - all within 200,000 square feet and a full 5 days to see it all. **The Portland Boat Show runs this January 11 through 15, 2012 at the Portland Expo Center. For more info visit: [www.otshows.com](http://www.otshows.com).**

For more than 52 years the Portland Boat Show has been one of the biggest – all indoor – boat shows in the Northwest and the largest show of its kind in Oregon. Each year the show looks for the most eye-catching features, the newest boat designs and lines and provides a wealth of boating choices for all boating fans. The Portland Boat Show is set to launch on Wednesday, January 11, 2012.

**Boaters: you have 5 days to make your best deal with hundreds of boats on display including sailboats, cruisers, pleasure craft, countless sport and fishing boats.**

Of course, the big draw for boaters in the area is seeing what's new in boat lines, technology, accessories and gear. Manufacturers, dealers and retailers will be bringing in their latest designs for introduction to the public. Expect plenty of new boat lines, brands and displays this year, and see what's new from a wide range of manufacturers and dealers.

Returning this year is **kid's boat building!** For more than 10 years, thousands and thousands of kids have had their first chance to build a wood boat to take home – for free! **Schooner Creek Boat Works** will be manning the area once again. Bring your kids!

**The Oregon State Marine Board** will have extensive information and resources plus boating safety activities for the kids with their award-winning Jr. Boater Program. The Marine Board will also be educating boaters about the Aquatic Invasive Species Prevention Program, Mandatory Boater Education (plus offering equivalency exams), and highlighting the state's new online boating access map, environmental programs and offering boat registration renewal...Plenty to learn and do at their display!

The Portland Boat Show has also 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. The show is a very important business stimulus for dozens of small and large companies.

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The 52nd Annual Portland Boat Show is making waves January 11-15, 2012 at the Portland Expo Center. For more information, visit [www.otshows.com](http://www.otshows.com) or call 503-246-8291. Take MAX Yellow line to the Expo.



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## **New Features and Boat Lines at the Portland Boat Show®**

***Don't miss the Northwest's 5 day boating event!***

**Portland, OR** – The Portland Boat Show has always strived to find the most up-to-date and top features in the boating industry, the finest marine-based technology, outstanding services and cutting edge boat design. This year the Portland Boat show has plenty of fantastic local area companies participating in the show – be sure to visit and support your local dealers and vendors! **Visit The Portland Boat Show this January 11<sup>th</sup> through 15<sup>th</sup> at the Expo Center.** Remember - you have Five Days to find the boat of your dreams – don't miss the one and only boat show in our area!

**Oregon Custom Marine:** See the P1 (28SS) at the Portland Boat Show, this 1 boat = 2 versions as the Panther SuperStock race boat can be converted to a 4 seater recreational boat in just 5 minutes. After the race is over convert it and run in a Poker Run or take your family and friends on a thrilling pleasure cruise. Or if you want, buy your Panther for pure pleasure. The fully recreational version is available with up to 350 horses of raw power. Plus Oregon Custom Marine is bringing a Ferrari inspired F458 – this gorgeous red super boat is to be marveled – and its fast, real fast.

**Stabicraft:** The 2880 Pilot House is the latest evolution of Stabicraft Marine's positive buoyancy boats. "The 2880 fills out the strong line-up of products we developed for the US market" states Paul Adams, founder and Managing Director of Stabicraft. Standard features of the 2880 include: Hartop with Alaskan bulkhead, Galley, Dinnette, large fish box, integrated OB Brakcet (400HP Max) and Stabicrafts legendary virtually unsinkable positive buoyancy design. The 2880 will debut in the US and at the Portland Boat Show.

**Schooner Creek Boat Works:** As one of the top boat building ship yards in the world, Schooner Creek Boat Works will bring in one of their famous custom boats – the RAGE. This 70 foot custom sailboat is about to race from LA to Tahiti (in the Tahiti Race). The Rage has be re-fit to take on and win this challenge! Also, Schooner Creek will have several additional boats on hand (a 23 foot launch, 18 footer and 12 footer). Plus, they will be showcasing their boat re-finishing skills with a ½ refit boat – showing how a dingy, worn and tired boat can look stunning and gorgeous once again. Also they will have motor displays, electronic displays and plenty of expert advice. And as always, they will host the Jr. Boat Building area, where hundreds and hundreds of kids will get to make a small wooden boat to take home!

**Trudeau's SeaRay/Bayliner:** Trudeau's is bringing a Meridian's 341 Sedan which has redefined the cruising class by providing the comfortable accommodations and extra features you need for

extended cruising. This cruisability brings accommodations for four in two spacious staterooms, a full-service galley with all the amenities and an airy salon with opening windows, panoramic views and entertainment center with 20-inch LCD television, AM/FM/CD/DVD system and both salon and bridge speakers. And, like the rest of the Meridian Yachts fleet, she also offers standard underwater exhaust and a variety of available Northstar® navigation and communications systems.

**Smoker Craft:** will be introducing the completely redesigned Phantom Series. The new series includes three models 1-18' model and 2-20' models. Smoker Craft backs all its products with a lifetime hull warranty plus an additional 6 years from bow to stern. When it comes to construction, the Phantom series is standard with .160 bottoms and .125 sides. Standard features include: Full hull paint and graphics, Clear coated interior, Toe Holds, Tackle Trays, Under console Storage and bow Fish Box.

**Dakota Columbia:** They are bringing their hugely popular 2011 "Explorer Class" houseboat (10 foot by 35 foot) built by Twin Anchors Marina in Canada. This hard to keep in stock class - sold out last year at their operations at 7 Bays Marina on Lake Roosevelt National Recreation Area – and more are now available. The boat is absolutely trailerable behind a standard 1 ton pickup truck.

**River City Boat Sales:** River City is bringing more than 25 boats to the show this year, and as one of the major dealers and vendors at the show, they will be unveiling the 2012 Bennington Pontoon Boats - perfect for cruising, laying out, or having a floating party – and they are versatile too! Also, River City Boat Sales will have the Cobalt line ready to go for 2012, and new Regals as well...

**Active Water Sports:** Each year Active Water Sports pulls out all the stops and creates a phenomenal display at the Portland Boat Show. Expect to see all accessories and all the big brands in waterskiing and wakeboarding: Nautique (being unveiled at the show with their newest line), Moomba, Malibu, Supra and Axis. Moomba will be unveiling their new Mojo 2.5 at the show – be sure to be the first to see it... and buy it!

**Englund Marine Supply:** Expect a complete marine supply store as Englunds brings a huge amount of accessories and products. They are very excited about their brand new line LED lights (for boat, RV), these panels – replace the regular bulbs, provide more light, and 1/3 the power draw on 12V systems. Plus see new reels and fishing lines, some closeout deals, marine accessories, books and videos, crabbing gear, tuna tackle, apparel, life saving gear, and some electronics.

**Pro Caliber Vancouver:** Pro Caliber will be showing the all new 2012 Yamaha personal water craft and Sea Doo. This is Vancouver's first year back in the show in many years and its also the first time they have carried the Yamaha and Sea doo brands in Southwest Washington for quite some time.

**Oregon Maritime Museum:** This outstanding museum is bringing materials, handouts and plenty of history and lore about regional boating. This is the Portland area's only maritime museum, which is housed on the Steamer PORTLAND, and is the last working sternwheeler steam tug in the U.S. The museum was established in 1981, and is also a great resource for history buffs; they have a library on Ash Street where volunteers research questions for the public. "We want to educate people about why history is fun and important, and tell them we welcome visitors, volunteers, and donors." Drop by their booth and learn more about their mission, challenges, and how you can help keep this amazing museum going!

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## **Sailboats Make a Showing at Portland Boat Show®** *Strong selection of boats from local area dealers and retailers*

**Portland, OR** –Each year, the Portland Boat Show invites some of the top local dealers to bring in the sailboats, and 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, new lines and brands plus apparel accessories and lessons. 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 11 through 15 at the Expo Center** – Remember you got only Five Days to find the sailboat of your dreams!

Whether you are looking for a dinghy or an off-shore cruiser, 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 show:

- Banks Sails Northwest
- Blue Water Yachts Marine Marketing
- Cal 20 fleet 7
- Corinthian Yacht Club of Portland
- Gig Harbor Boat Works
- Hayden Island Canvas
- Lee Sails of Oregon
- North Sails Oregon/North Winds Canvas
- Oregon Marine Industries
- Oregon Women's Sailing Association
- Passion Yachts
- Portland Sailing Center
- River City Sailing
- Riverswest Small Craft Center
- Schooner Creek Boat Works
- Sea Scouts/Boy Scouts of America
- SYSCO -- Small Yacht Sailing Club of Oregon
- Vancouver Lake Sailing Club
- West Coast Sailing
- Willamette Sailing Club

**Passion Yachts** returns with several large sailboats, and a brand new line! They will be bringing in a 27 foot Hunter, which is perfect for local rivers and the Columbia, several day and trailer sailers like the new Hunter 18 being unveiled at the show, and Passion Yachts will also unveil the 19 foot **West Wight Potter** (a new brand line for Passion Yachts). The **Potter 19** offers a spacious and comfortable interior combined with a safe, enjoyable, fun sailing experience. Under sail you will have the distinction of knowing you are the skipper of a beautifully finished cruiser with features generally found only in far larger and more expensive yachts.

Portland based **West Coast Sailing** will be appearing at the Portland Boat Show, They are the new Hobie dealers in the area and are bringing some great inventory to the show. See the Hobie 10 – a two person trimaran – that sports sail, paddle, and the Hobie Mirage Drive – basically... peddles! Plus they will be displaying their RS line of sailboats and have apparel and accessories.

**Schooner Creek Boat Works** 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 as a keepsake.

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