



## **BRAND NEW LOCATION SET TO REEL IN OUTDOOR LOVERS TO THE 37<sup>TH</sup> OTTAWA BOAT & SPORTSMEN'S SHOW**

Ottawa's largest boat and outdoors event from Feb 23-26

**OTTAWA – January 24, 2012** – There's only a month left until the brand new CE Center opens its doors to the much anticipated 2012 Ottawa Boat & Sportsmen's Show. Boats, bait and birds will be onsite for outdoor enthusiasts to experience! This year's show offers 150,000 square feet of exhibition space, packed full of everything you could need to prepare for the upcoming boating and fishing season. Whether your favourite leisure activity is boating, fishing, camping, canoeing, kayaking or hiking, The Ottawa Boat & Sportsmen's Show has something for everyone.

"We're thrilled to be at our new home – the venue has four halls packed full of the latest boats and outdoor gear – not to mention celebrity fishermen!" said Tara Diaczyk, Show Manager. "The show will prepare you for an action-packed summer, with new equipment and expert tips."

New this year, the Canadian Peregrine Foundation is exhibiting Birds Of Prey, featuring live falcons, American Kestrel, owls and hawks. These magnificent creatures are extremely rare in the wild. Take advantage of this once in a lifetime opportunity to get up close and personal with these incredible birds!

Pirate Cove Marina is giving visitors an opportunity to "crack the code" to the safe onsite at their booth for a chance to win a 2012 Lund fishing boat. The 16 foot prize is fully equipped with a 60 HP Mercury Fourstroke, trolling motor, fishfinder and a trailer, valued at \$21,000.

Attendees can also visit the Blind Fishing Boat booth to meet Lawrence Euteneier, North America's only completely blind fishing pro, and his Burnese Mountain guide dog Maestro. Ask Lawrence what it feels like to have a 300lb Bull Shark or a 150lb Sailfish bite on the end of your line, and learn how you too can become better at feeling the bite! Visitors can also get an autographed card with their name written in Braille.

Go-Fish with "Big Jim" at The Minto Jackpot Casting Pond – if you think "go fish" is only a card game, then it's time to get outside and cast a real reel! Join Ottawa's own two-time C.F.T. Canadian Classic Champion Jim McLaughlin at the Minto Jackpot Casting Pond to learn everything you need to know about fishing. Jim will be onsite offering helpful demonstrations to improve angling skills.

**What:** The 2012 Ottawa Boat & Sportsmen's Show

**When:** Thursday, Feb. 23, 11 a.m. – 8 p.m.  
Friday, Feb. 24, 11 a.m. – 8 p.m.  
Saturday, Feb. 25, 10 a.m. – 7 p.m.  
Sunday, Feb. 26, 10 a.m. – 5 p.m.



**Where:** CE Centre  
4899 Uplands Drive  
Ottawa ON K1V 2N6

**Cost:** Adults \$14.00  
Seniors \$9.00  
Juniors \$9.00 (Ages 10 to 15)  
Children FREE when accompanied by an adult (under 10 years)  
Family Pass: \$35.00 (two adults and two juniors)  
Four-Day Super Pass any admission valid for all four show days  
(Cash Only Box Office)

**Parking:** \$7.00 at CE Centre Parking lot (over 1800 spaces) – payable by Visa, MasterCard and Amex and cash.

**About:** The Ottawa Boat and Sportsmen's Show (OBSS) is the Ottawa Valley's leading outdoor show. It features over 200 exhibitors offering a wide selection of products, services, gear and tackle for fishing, boating, camping and paddlesports. The show is tailor-made for outdoor enthusiasts and features renowned celebrity experts, seminars, demonstrations, family entertainment, and more.

**More info:** [www.ottawaboatandsportshow.ca](http://www.ottawaboatandsportshow.ca)

**Media contact/accreditation for The Ottawa Boat and Sportsmen's Show:**

Jessica Patriquin  
M : 416-995-8496  
T : 416-360-6522 ext. 245  
E: [jessica@punchcanada.com](mailto:jessica@punchcanada.com)