



The 59th Annual Toronto International Boat Show

North America's Largest Indoor Boat Show Returns with New Later Dates: January 20 – 29, 2017

Toronto, ON (October 24, 2016) – Mark your calendars! The 59th annual Toronto International Boat Show, Canada's premier boat show, is set to kick off its annual **Preview Day** on a new later date, **Friday, January 20** (2pm – 8pm), with more product launches than anywhere in Canada and new features to look forward to in 2017. The Show's later start date allows more time for boating manufacturers, dealers and consumers to settle into the new year and look ahead to the boating season.

"Boaters are more excited than ever to get back on the water after the spectacular summer we just enjoyed, especially here in Ontario. Our lakes and rivers were packed with families spending time together on the water, which is at the core of this year's Toronto Boat Show -- celebrating a beloved Canadian tradition," says Cynthia Hare, Toronto Boat Show Manager.

This is the earliest the Toronto Boat Show has sold out of exhibit space in more than 10 years. Over a million square feet of showroom space of the Enercare Centre will be packed with 550 exhibitors ready to debut hundreds of new products and offer the best deals of the year – making it the largest one-stop destination to comparison shop for all things boat and water related.

Consumer and boater education will continue to be highlighted throughout the Show offering resources and expertise to help visitors better understand and navigate through the financing and affordability of owning a boat, whether they're in the market for a single-person inflatable kayak, or a wake boat, or finding the perfect pontoon for a growing family to enjoy for years to come. It's the perfect time to brush up on boat manoeuvring skills with hands-on and virtual training opportunities, and make plans for the season ahead by asking the experts about a variety of topics from how to buy a boat to boat maintenance and cruising the Caribbean.

Family friendly activities and entertainment can also be found throughout the Show with **Twiggy the Waterskiing Squirrel** who is back by popular demand, promoting kids' water safety. The world's largest indoor Lake hosts free kayaking, paddle boating and even wakeboarding – or sit back and take in an awesome waterski and wakeboard show!

HIGHLIGHTS:

- **Preview Day:** Since 2000, the Toronto Boat Show has hosted its annual Preview Day in support of children's charities, which has become a tradition and must-attend event for the boating community. Nearing its goal to raise \$1 million, Preview Day will kick off on January 20, 2pm – 8pm, offering visitors more opportunity to get a "first look" at the Show without the crowds and enjoy the VIP experience. Thanks to the generous sponsors and donations there will be over 100 auction items to bid on.
- **More than 200 FREE seminars and guest speakers:** Hourly seminars throughout all nine days of the Show! Learn from seasoned boaters and share in the incredible stories and adventures of Canada's most accomplished sailors and boaters of all types.
- **Lake Activities:** New stand up paddle board races and hands-on demonstrations will be offered on The Lake this year in addition to programming such as the Wakeboard and Waterski Shows, Open Waters for visitors to take a ride in a canoe, kayak, paddleboat, and FREE wakeboarding instruction from the experts at Summer Water Sports!
- **Hundreds of NEW Products:** More new products are launched at the Toronto Boat Show than anywhere in Canada, offering attendees first access to more than 1,000 new models and used boats, small watercraft, water toys, engines, docks, marine accessories and technology, as well as fishing and outdoor gear. The Show gathers all of the premier brands, leading services and innovative products in the marine market under one roof, from Canadian-made to Canadian-debuts by North American and international manufacturers.
- **Twiggy the Water-Skiing Squirrel:** A star was born the day that owners Chuck and Lou Ann Best took their rescued pet squirrel out on a boating trip and discovered she had an incredible talent. No doubt that Twiggy entertains audiences wherever she goes, and in addition to cameos in films such as *Dodgeball: A Underdog Story* and *Anchorman: The Legend of Ron Burgundy* and Brad Paisley's music video, she's also a big advocate of water safety, teaching the importance of wearing life jackets when out on the water. Twiggy is back by popular demand with daily performances at the Show!

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- **The Boathouse:** A hub of knowledgeable and unbiased advice, The Boathouse is where boaters can “Ask the Experts” as well as join workshops, participate in “how-to” demos, and get tips and resources on all topics related to boating, repairs, service, maintenance and much more.

WHEN: **January 20 – 29, 2017**
Preview Day (Friday, January 20, 2pm to 8pm)

General Show Dates:
Monday – Friday, 11am to 8pm (January 23 – 27)
Saturdays, 10am to 7pm (January 21 & 28)
Sundays, 10am to 6pm (January 22 & 29)

WHERE: Energcare Centre, Exhibition Place
100 Princes' Blvd. Toronto, ON

TICKETS: Available Online October 1st

Preview Day:	\$100 Platinum ticket, \$35 Gold Ticket
\$20	General Admission (17 – 64 yrs.)
\$17	Seniors (65 yrs. & better)
\$20	Unlimited Weekday Evening Pass (4pm – 8pm)
\$25	Two-day Adult Pass (17 – 64 yrs.)
\$20	Two-day Senior Pass (65 yrs. & better)
FREE	KIDS 16 years & under

NEW! \$45 Nine-Day Event Pass (excludes Preview Day)

PHONE: 905-951-0009

WEBSITE: Pre-plan your visit at www.TorontoBoatShow.com

ABOUT THE TORONTO INTERNATIONAL BOAT SHOW

The Toronto International Boat Show is owned and produced by Canadian Boat Shows. In generating more than \$354 million in economic impact to the region, it is the largest indoor boat show in North America. During the last five years, the Show has annually attracted more than 550 exhibitors and over 70,000 attendees. More boats are purchased at the Toronto International Boat Show than at any other place or event in Canada. About 44% of Canadians (15 million people) participate in boating and Canadians own more than 4.3 million boats. Direct revenues across Canada's core recreational boating industry total \$5 billion per year and it directly employs approximately 67,000 Canadians. (NMMA Canada – *The Economic Impact of Recreational Boating In Canada; 2013.*)

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