



The 59th Annual Toronto International Boat Show January 20 – 29, 2017

What's New at North America's Largest Indoor Boat Show

New boats set to hit the Canadian market, next-generation water toys such as Electric Surfboards, special appearance by "The Love Boat" star Ted Lange and the return of Twiggy the Waterskiing Squirrel

Toronto, ON (December 6, 2016) – The countdown is on! The 59th annual Toronto International Boat Show is ready to make a splash, January 20 – 29, 2017, with all-new programming on the world's largest indoor lake, free educational seminars and hands-on boat training, as well as fun and interactive entertainment for the entire family, from Twiggy the Waterskiing Squirrel to remote controlled boat races and a special appearance by actor Ted Lange who played the charming bartender "Isaac" on the iconic series, *The Love Boat*. And to kick off Canada's 150th year, the Wakeboarding and Waterskiing Show returns with a brand new spectacle celebrating 150 years of Canadian summers on the water - complete with mascots, costumes and quintessentially Canadian characters!

Packing over a million square feet of showroom space at the Enercare Centre, the Toronto Boat Show is the premier destination to compare and shop from a wide selection of boats and marine products at the best prices of the year. With more than 550 exhibitors, educational seminars, unbiased advice and free resources all under one roof, the Show offers a wealth of resources and expertise to help visitors better understand and navigate through the financing and affordability of owning a boat, whether it's a single-person inflatable kayak or the perfect pontoon for a growing family to enjoy for years to come.

MEDIA NOTE: Save the date for Media Day on Thursday, January 19th. [Media Accreditation](#) is now open for the 59th annual Toronto International Boat Show, January 20 – 29, 2017.

HIGHLIGHTS:

- **VIP 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.
- **NEW – Pedal Board Demos and Lake Activities:** The world's largest indoor Lake is the spectacular setting to enjoy boating activities and find out what's trending in watersports. New this year, visitors can sign up for remote controlled boat races, cheer on participants racing in the paddle board competition on Sunday, Jan. 22, or discover pedal board demos – a growing sport (and fitness craze) that's like walking on water! Visitors can also go for paddleboat rides, kayaking, canoeing, or receive wakeboarding instruction from the experts at Summer Water Sports – all FREE to enjoy.
- **NEW - "Isaac" from The Love Boat:** 2017 marks the 40th anniversary of the iconic Aaron Spelling series, *The Love Boat*. In celebration of the series on the seas, the Toronto International Boat Show has invited one of the original cast members, "Isaac The Bartender" played by Ted Lange, for a special appearance on opening weekend, Jan. 20 – 22. Ted played the fun-loving server whose signature "grin-and-point" move made him a household name and one of the few cast members to appear in all 250 episodes!
- **Hundreds of NEW Products:** From a 51' flybridge yacht to electric-powered surfboards and foldable kayaks, more new products are launched at the Toronto Boat Show than anywhere in Canada. The Show gathers all of the premier brands from Canadian-made to international manufacturers, offering first access to more than 1,000 new boat models and used boats, small watercraft, water toys, engines, docks, marine accessories, technology and outdoor gear.
- **Twiggy the Waterskiing 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!
- **NEW – Winter Wake Fest and Crazy Canucks Waterski Show:** Catch all the action on The Lake with pro wakeboard/wakeskate riders wowing audiences with their spectacular grinds, tricks and flips! And to commemorate Canada's 150th, the waterski team has been busy planning an all-new "Canadiana" themed show celebrating 150 years of Canadian summers.

- **NEW – Live Stream of the Vendee Globe 2016 – 2017:** Watch one of the world’s most gruelling competitions as it happens live via a televised stream at the Toronto Boat Show. The 2016/2017 Vendee Globe is a single-handed yacht race around the globe, sailing non-stop without assistance. Twenty-nine skippers were off to the races on November 6, 2016, and will endure several months of unpredictable conditions attempting to complete the 22,000 nautical mile route. The Canadian entrant to the 2020 Vendee Globe, Sandy Macpherson, and his team are back again with an all-new interactive experience in SailFest. Through a VR experience, visitors can virtually sail the “Formula One” of yacht racing on an Open 60, try on ocean racing gear, and meet the team and find out how you can sail on Canada’s fastest sailboat.
- **Discover Boating’s Hands-On Skills Training:** Nothing beats hands-on experience when it comes to learning new boating skills or how to become a better boater. Discover Boating presents three distinctive powerboating Hands-On Skills Training Clinics taught by trained experts to make boating more accessible, safe and enjoyable for all skill levels from absolute beginners to seasoned skippers.
- **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.
- **200 FREE Daily Seminars:** The Toronto Boat Show is the definitive destination for boating advice and education, offering more than 200 free seminars throughout all nine days of the Show. Learn from seasoned experts and share in the incredible adventures of the world’s most accomplished boaters including cruising expert **Pam Wall**, young sailing couple **Sarah and Will Curry**, as well as **Chad Buchner**, Trent-Severn Waterway Manager of Canal Operations and former Lockmaster.

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: Enercare Centre, Exhibition Place
100 Princes’ Blvd. Toronto, ON

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

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

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.*)

MEDIA CONTACT:
Tran Nguyen, Holmes PR
416-628-5607, tnguyen@holmespr.com