

## PUT SOME SUMMER IN YOUR KIDS' WINTER

### Top 10 Family Activities to Enjoy Kids under age 16 are FREE!

**TORONTO: January 9, 2012** – What to do on a Snow Day? Head to Canada's largest boating and recreational show for some wakeboarding, fishing and paddleboating fun! As the temperature drops, so too do the options for parents looking for activities to plan in the middle of winter for the entire family. Look no further than the Toronto International Boat Show to entertain, educate and offer unique activities that bring summer fun indoors, January 14–22, 2012.

Ever wonder what luxury yachts look like inside? The Toronto Boat Show has more than a million square feet of show space at the Direct Energy Centre, packed with awe-inspiring boats to see and tour; free seminars and demonstrations; canoes, kayaks and sailboats; plus marine accessories ranging from fishing rods to deck shoes to wakeboards.

All activities are FREE with admission, making the Toronto International Boat Show January's best entertainment value. Children 16 years and under are also FREE when accompanied by an adult. Buy early online and save even more! For details, visit [www.TorontoBoatShow.com](http://www.TorontoBoatShow.com).

#### **TOP 10 FAMILY ACTIVITIES AT THE 2012 TORONTO INTERNATIONAL BOAT SHOW**

**GO WAKEBOARDING** – FREE lessons, practices and demonstrations are offered on The Lake by trained experts using the unique Sesitec System that gently and safely pulls riders across the water. Lifejackets, wetsuits and wakeboards are provided in all sizes. Whether a novice or experienced rider, this will definitely get the adrenaline pumping.

**PRO-RIDER WAKEBOARD SHOW** – Boat Show visitors who aren't quite ready to try wakeboarding can sit back and enjoy the flips, tricks and stunts of pro wakeboarders as they crank up the action on The Lake. Riders unleash an awesome display of acrobatics as they hit the rails and test their skills.

**TREASURE HUNTING** – Ever wonder what it's like to discover a bounty of treasure from the bottom of the ocean? Sean Fisher will be making his first appearance and offering a 'show and tell' of real treasures (more than half a billion dollars in coins and jewels) discovered by his grandfather from the Antocha, a Spanish Galleon that sunk off the coast of Florida in 1622. These 400-year old artifacts will be on display at the show!

**KIDS BOATING ZONE** – The love of boating can start at any age so start them young! The Kids Boating Zone is a safe and fun place for kids to take a break from navigating the show floor. Mom and Dad can relax and enjoy a slice of Pizza Pizza while the kids embark on a fun-filled paddleboat ride on our Mini-Lake specially designed for kids only.

**DUMA THE WATERSKIING DOG** – Always a crowd pleaser, this adorable Jack Russell Terrier is back to entertain audiences of all ages. Not only does she waterski on The Lake (a sight to behold), Duma also drives her owner's boat.

**ABBY SUNDERLAND** – The youngest person ever to sail solo around Cape Horn at age 16...and almost the youngest to sail around the world if not for a rogue wave that rolled and dismasted her boat. Abby will share her incredible sailing adventures as well as her amazing stories of courage and determination.

.../More

**GO FISH!** –There’s plenty of fish to catch at the Boat Show! After the little ones try their hand at catching live trout with Fish TV’s Leo and Ron, parents can hone their fishing skills at the Great Canadian Fish Tank, where daily demos provide a fish-eye view of how fish react to different lures and techniques.

**GO BOATING** – The Lake is open to families to enjoy leisure boating activities such as paddleboating, kayaking, canoeing and inflatable boat rides – all FREE and all supervised. Lifejackets are provided, so relax, have fun and enjoy a ride on The Lake with the kids.

**CANADIAN YACHTING’S ISLAND VILLAGE** – Nestled among the colourful sailboats is an island oasis where parents and kids can sample the tastes and sounds of the Caribbean. Palm trees, tiki huts and lounge chairs make for the perfect setting, and might just offer the inspiration to talk to a representative about planning the next family vacation.

**BOAT DEALS** – The Toronto International Boat Show is the best place to buy a boat, with exceptional show deals and unbiased expert advice on watercraft for every lifestyle and budget. The Boat Show also provides the opportunity to acquire a Pleasure Craft Operator Card on-site – it’s the law – and everything else needed to accessorize any boat. Shop the show online at [TorontoBoatShow.com](http://TorontoBoatShow.com) in advance and see what boats will be on display for 2012.

**SHOW DETAILS:**

**WHEN: January 14 – 22, 2012**

Saturdays 10am - 7pm

Sundays 10am - 6pm

Weekdays 11am - 8pm

***Special Preview Night: Friday, January 13***

**WHERE:** Direct Energy Centre, Exhibition Place  
100 Princess Blvd., Toronto, ON

**TICKETS:** \$18 – General Admission (17 – 64 yrs.)  
\$15 – Seniors (65 yrs. & better)  
\$20 – Unlimited weekday evening pass (4pm – 8pm)  
\$25 – Two-day Adult pass (17 – 64 yrs.)  
\$19 – Two-day Senior pass (65 yrs. & better)  
FREE – Kids 16 years & under

***Special Preview Night tickets available online or call 905-951-0009***

***\*Buy online and save \$3 off regular admission (valid to midnight January 13, 2012, [www.TorontoBoatShow.com](http://www.TorontoBoatShow.com))***

**Media Contacts:**

Tran Nguyen  
416-628-5607

[tnguyen@hccink.com](mailto:tnguyen@hccink.com)

David Holmes  
416-628-5605

[dholmes@hccink.com](mailto:dholmes@hccink.com)

**Toronto Boat Show Media Office:**

Direct Energy Centre, Hall A, Room A2  
416-263-3182