

# 54<sup>TH</sup> ANNUAL TORONTO INTERNATIONAL BOAT SHOW

January 14 – 22, 2012

*Special Preview Night: Friday, January 13*

**PUT SOME SUMMER IN YOUR WINTER!**

*Canada's Premier Boat Show Offers the Latest Boats, Gear & Accessories,  
the World's Largest Indoor Lake plus Great Family Value!*

**TORONTO: January 9, 2012 - The Toronto International Boat Show**, Canada's largest and most popular marine marketplace, drops anchor **January 14 – 22, 2012**. Find the boat of your dreams – and everything to go along with it – at the Direct Energy Centre, Exhibition Place. Celebrating 54 years as the best place to see and buy boats, the show also offers expert boating information, an abundance of family fun attractions and on-the-water boating activities.

## **2012 Toronto International Boat Show Special Attractions**

**THE LAKE:** In January, there's only one lake in Canada that can provide indoor thrills without the outside chills. At the 54th Toronto International Boat Show, you can enjoy the world's largest indoor lake that takes over six days to create with more than one million gallons of Lake Ontario water pumped into the Ricoh Coliseum!

- **Wakeboard/Wakeskate Exhibition & Demonstrations:** Wakeboarders and skaters crank up the volume for a spectacular show of grinds, tricks and flips. Witness an awesome display of acrobatics as riders hit the rails and test their skills.
- **Discover Watersports & Go Wakeboarding:** Guided by expert instructors, show-goers receive hands-on wakeboarding instruction "on shore," then take to The Lake to try out their new skills using Ontario's first Sesitec System 2.0.
- **FREE Boat Rides:** From kayaking to canoeing, paddleboats to inflatables, The Lake welcomes all types of boaters at all levels of mastery!

**NEW! Abby Sunderland:** The youngest person ever to sail solo around Cape Horn...who nearly succeeded in her round-the-world journey, if not for a rogue wave that rolled and dismantled her boat. Abby will share her incredible sailing adventures as well as her amazing stories of courage and determination chronicled in her book, *Unsinkable*, released in April 2011.

**NEW! Mel's Treasures:** Maverick treasure hunter Mel Fisher persevered through a 16-year search to discover the Antocha, a Spanish Galleon that sunk off the coast of Florida in 1622. Now Sean Fisher is carrying on his grandfather's legacy, and will be showcasing authentic, 400-year-old jewels and artifacts from the Antocha's half-billion-dollar loot at the Toronto Boat Show.

**NEW! Steamboat Arezoo:** This elegant 26-foot watercraft was the vision of IMAX founder Robert Kerr. Unfinished at the time of his death, his two daughters decided to complete their father's dream. Modelled after the sleek lines of a nineteenth-century antique steam launch, but rigged with state-of-the-art nautical technology, the Arezoo combines modern-day horsepower with vintage sophistication.

**Duma the Famous Waterskiing/Boat-Driving Dog:** This Jack Russell Terrier not only waterskis but also drives a boat on The Lake! It's an awe-inspiring, entertainment-packed show for the entire family. Check out [www.perfectpetphotos.com](http://www.perfectpetphotos.com) for Duma photos.

.../More

**NEW! Boat Listing Service:** Shop the show online at [TorontoBoatShow.com](http://TorontoBoatShow.com) in advance and see what boats will be on display for 2012.

**NEW! Additional Seminar Stage:** Added this year to complement the more than 140 FREE seminars featuring an exceptional line-up of guest speakers! The new stage location is adjacent to the existing presentation hall in Salon 107. Whether it's sailing around the world or cruising with your pet, there's a topic of interest for everyone.

**RETURNING! Special Preview Night:** Launching the show on Friday, January 13, the Special Preview Night is simply the best opportunity to see the show without the crowds. Plus enjoy live entertainment, delicious food and beverages and a unique shopping experience. Over the past 10 years, Special Preview Night has raised more than \$560,000 for boating-affiliated charities.

**NEW! NASCAR Champion Andrew Ranger:** Two-time winner of the NASCAR Canadian Tire Series Championship Andrew Ranger will be onsite to sign autographs at the Fish TV booth on Saturday, January 14 from 12pm-1pm & 2pm-3pm, as well as Sunday, January 15 from 1pm-2pm. Come meet the first driver to win all three NASCAR regional touring series in one year!

**Canadian Yachting's Island Village:** Nestled among the colourful sailboats at Sailfest, attendees can enjoy the flavours and sounds of the Caribbean while learning more about exciting island destinations from representatives and charter boat companies. A great way to see the sailboats and connect with family and friends on the dock or under a palm tree.

**Water's Edge Pub:** Head to Cottage Country to find a great place to relax, eat and drink, fun atmosphere with live music and Steamboat Arezoo. Sponsored by Muskoka Brewery and Confederation Log Homes.

**2012 New Product Showcase:** The Toronto Boat Show is Canada's premier place to debut new products. If there's something new on the water or a just-released boating accessory, the first place you'll find it is at the Toronto International Boat Show.

**Dusty Miller's Boat Handling Demonstrations:** Master at the helm! Internationally renowned, Dusty is a TV show host and author of a feature column in *Power Boating Canada* magazine. As founder of Dusty Miller's Power Boat Handling School, his one-on-one teaching methods simplify boat handling in all conditions.

**Discover Boating Centre:** Experienced and novice boaters can have their questions answered from unbiased experts on everything from finding and buying a boat that's right for your lifestyle and budget, to receiving information on courses, boating destinations and much more.

**Great Canadian Fish Tank:** The Great Canadian Fish Tank provides a unique fish-eye view of how fish react to different lures and techniques through its 40-foot long aquarium filled with 5,000 gallons of water and stocked with more than 30 species of native Ontario marine life.

**Sailfest:** Board some of the most popular sailing yachts in Canada and speak with various Yacht clubs, sailing associations and cruising destination representatives from around the world. Also, don't miss the chance to see Canada's sailing hero Derek Hatfield recount sailing stories from the Vendée Globe sail race.

**Kids Boating Zone:** The Toronto Boat Show has created a safe and fun place for kids to take a break from navigating the show floor. Mom and Dad can relax while the kids embark on a fun-filled paddleboat ride on our Mini-Lake specially designed for kids only.

**Exclusive Boat Show Specials:** From fishing to cruising and family fun, there are boats for every lifestyle, activity and budget. The Toronto Boat Show features exclusive onsite special deals, allowing you to compare makes and models, secure insurance and financing, and gear up with the latest accessories.

**Antique & Classic Boat Society:** Classic wooden and fiberglass boats will be on display, supporting the preservation of Canada's rich and diversified nautical heritage, while evoking wonderful memories of past adventures and family stories.

**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))***

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