



MEDIA ADVISORY / PHOTO OPPORTUNITY

**SPECIAL PREVIEW NIGHT
RETURNS TO THE TORONTO INTERNATIONAL BOAT SHOW**

**FRIDAY, JANUARY 13
4:00 – 9:00 pm**

***Annual gala fundraiser kicks off Opening Night in support of kids boating charities
AND
NEW this year, a salute to Canadian Boating Athletes
in celebration of the London 2012 Games***

TORONTO: January 12, 2012 - The Toronto International Boat Show's Special Preview Night will celebrate all things boating! Over the course of its 10-year run (with the exception of 2010 & 2011), boating enthusiasts have gathered to raise more than \$560,000 for boating-related charities. More than 100 silent and live auction items as well as a Chaparral H2O 18 Sport Boat donated by Pride Marine Group (valued at \$23,000) will be up for bid.

"The homecoming of Special Preview Night has been much anticipated by industry and consumers who look forward to a night of camaraderie and celebration of the boating lifestyle, while supporting charities close to their hearts. Over the past 10 years has given a child the opportunity to experience the positive and lasting effects of boating and the outdoors," said Cynthia Hare, Show Manager of the Toronto International Boat Show. "We're also thrilled this year to be able to support and celebrate Canada's boating Olympic athletes."

Beneficiaries of the night include the following children's charities close to the boating community:

- **Toronto Star Fresh Air Fund:** Since 1901, the Toronto Star Fresh Air Fund has given thousands of underprivileged children a much-needed break from the city, and a chance to experience the wonders of camp.
- **Ontario Sailing: Able Sail, Access BOOM Program** - Access BOOM is a mobile sailing school that brings sailing into the lives of children and youth with disabilities.

NEW this year, in celebration of the upcoming London 2012 Olympics, proceeds will also go to support our Canadian boating athletes (Rowing/Sailing) – with appearances by:

- **MARNIE MCBEAN**, four-time Olympic medallist and Canadian Sports Hall of Fame inductee
- **TYLER BJORN**, championship sailor and 2012 Olympic qualifier
- **HANS FOGH**, one of the world's most successful competitive sailors and multiple Olympic medallist
- **MICHAEL FORGERON**, '92 Olympic Gold medallist
- **OSKAR JOHANSSON**, Pan American Games Gold medallist
- **ADAM KREEK**, 2008 Olympic Gold medallist and Athlete Leader of the Year at the 2010 Canadian Sports Awards
- **JEFF LAY**, '96 Olympic Silver medallist

For complete bios and more information about Special Preview Night, go to www.TorontoBoatShow.com.

DATE: Friday, January 13
TIME: 4:00 pm – 9:00 pm
LOCATION: Direct Energy Centre, Exhibition Place

Recreational boating annually represents more than \$26 billion in economic impact to Canada, with more than 52 per cent of all Canadian boaters living in Ontario. Each year generating more than \$354 million in economic impact to the region, during the last five years the Toronto International Boat Show has annually attracted more than 550 exhibitors and an average attendance of 90,000 visitors.

-30-

Media Contacts:

Tran Nguyen
416-628-5607
nguyen@hccink.com

David Holmes
416-628-5605
dholmes@hccink.com

Toronto Boat Show Media Office:
416-263-3182
Direct Energy Centre, Hall A, Room A2