



Canada's Premier Event for Boating is Set to Make Waves! January 17 – 26, 2020

62 years strong, the Toronto International Boat Show will feature expanded expertise, new workshops, free seminars and more than 550 exhibitors to browse, compare and shop for the best deals of the season

WHAT:

Preparations are well underway for the 62nd annual Toronto International Boat Show, North America's largest indoor boat show and everything a Canadian boater needs, all under one roof. It all kicks off with **Preview Day** on Friday, January 17th, when the industry gets ready to showcase over 1,200 new boats and the latest in marine accessories; and consumers come out to get a first look at more than 100 new product launches that take place throughout the million square feet of show floor.

The Toronto Boat Show prides itself in annually presenting an engaging line-up of seminar speakers, experts, workshops, and new programming initiatives that support boating of all lifestyles from wakeboarding to cruising and fishing. In 2019, the show introduced the hugely popular and first-ever **Toronto Indoor Wakeboarding Championships**, which saw the No. 1 ranked male and female riders compete with the best in the world. The competition will once again return on the final weekend to attract large crowds and the next-generation of wake-enthusiasts.

Also returning is **Women's Day**, a one-day event geared to educate and empower women at the helm. This year's programming (Sun. Jan. 19) will feature a keynote speaker and an exciting line-up of educational seminars, hands-on experiences and social activities for women of all skill levels. Limited spaces are available, so register early! Registration opens October 15th.

NEW for 2020: Meet undersea explorers Darrell Miklos and Jim Sinclair, stars of the Discovery Channel hit series, **Cooper's Treasure**. Fans and curious adventurers alike will be fascinated by their explorations that follow secret maps created in the 1960s by former NASA astronaut Gordon Cooper. Before passing away, Cooper shared his meticulous research with Miklos, to help guide his crew to shipwrecks and unearthed treasures in the Caribbean. Special appearances only on Preview Day and January 18 & 19.

Families will be excited for the stacked line-up featuring the return of **Twiggy the Water-Skiing Squirrel**, **The Great Canadian Fish Tank**, **Kids Trout Pond**, **Free Boat Rides**, all-new **Winter Wake Fest** and **Water Ski Shows** on the world's largest indoor lake...and more!

Enjoy free admission for kids 16 and under, free parking on weeknights after 5pm, and sign up for the Captain's Club to receive special members' offers. Don't forget to download the myShowApp to help you pre-plan, track exhibitors you visited, and find seminar schedules to make the most of your Boat Show visit.

WHEN:

January 17 – 26, 2020

WHERE:

Energize Centre, Exhibition Place
100 Princes' Blvd. Toronto, ON

TICKETS:

Available online starting November 1st

WEBSITE:

www.TorontoBoatShow.com

SOCIAL:

   @TorontoBoatShow

-30-

Media Contact:

Tran Nguyen, KWT Global
647-490-6601, tnguyen@kwtglobal.com