

MEDIA RELEASE

For immediate release



THE ULTIMATE LIFESTYLE SHOW IS COMING!

**SA Boat & Fishing Show plus 4WD & Adventure Show
Adelaide Showground, 15, 16 and 17 October 2010**

For the first time in Adelaide, outdoor adventurers can experience all the glory of a world-class Boat and Fishing Show and the excitement of a 4WD and Adventure show in one massive event.

The 2010 SA Boat, Fishing and 4WD Adventure Show combines the already successful 4WD and Adventure Show with a brand new Boating and Fishing Show, giving visitors two shows for the price of one.

The event is presented by *Roadshow Adventures*, the new event partnership of the Automotive Exhibitor's Association (Adelaide Motor Show) and Premiere Events (Club Marine Mandurah Boat Show).

Adelaide Showground will be packed to the extreme this October with everything you could possibly need to take time out in the great outdoors.

The huge variety of displays will showcase all the latest in boats, boating accessories, electronics, fishing tackle, diving gear, camping gear, jet skis, 4WDs from most major brands, 4WD accessories, caravans and camper trailers, fashions, and a preview of the best destinations to test all this gear out.

And if that's not enough, we are putting on a huge list of entertainment including Hodgie the Barefoot Fisherman, The Aquatank mega fishing show, 4WD adventure tracks, seafood cooking demonstrations, fashion parades, activities for the kids, live music and much more!

Make sure you're in the running to win one of the exciting prizes on offer including Engel fridges, kayaks and more.

Sponsored by Club Marine, the Show will be held at the newly refurbished Adelaide Showground on 15-17 October, just as people begin gearing up for the 2010 summer season.

The 2010 SA Boat, Fishing and 4WD Adventure Show is one to mark on your calendar. Those interested in being a part of this Show can visit www.4wdshow.com.au or www.saboatshow.com.au or contact Ian Digby on (08) 8379 4785 for a Prospectus.

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