

MEDIA RELEASE
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A FIRST OF ITS KIND IN ADELAIDE
SA Club Marine Boat & Fishing and 4WD Adventure Show
15-17 October, Adelaide Showground

Just four weeks after distributing the prospectus for the SA Club Marine Boat & Fishing and 4WD Adventure Show, the Show is already 60% full – and spaces are still filling fast.

The SA Club Marine Boat & Fishing and 4WD Adventure Show is presented by Roadshow Adventures, whose owner and operator Ian Digby (Automotive Exhibitor's Association) is well known in the industry for presenting the Adelaide Motor Show. Mr Digby is excited to be working with local businesses to bring this massive event to the people of Adelaide.

“People are beginning to talk about this show with great anticipation,” Mr Digby said. “Never before has there been a show of this kind in Adelaide, and the enthusiasm that we have so far seen from exhibitors tells us that we are on to something good.”

“We are putting a lot of effort into covering all aspects of outdoor recreational pursuits, so that visitors will be able to find something they like, no matter what their interest. And the result will be a show that people are going to talk about for months afterwards!” he said.

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

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, fashions, and a preview of the best destinations to test all this gear out. Major brands already onboard for the Show include Toyota, ARB, Honda, Engel, Nissan, Quintrex, Matrix, Bayliner and Malibu.

Along with exhibitor bookings, organisers are finalising the line up of entertainment for the Show, which will include celebrity demonstrations in cooking and fishing, exciting performances on the 4WD Adventure Track, live music, family and children's activities, and much more.

For more details on the SA Club Marine Boat & Fishing and 4WD Adventure Show, see www.saboatshow.com.au

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