

# MEDIA RELEASE

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## ENTERTAINMENT, CELEBRITIES AND SPECIAL GUESTS - THE ULTIMATE LIFESTYLE SHOW KEEPS GETTING BETTER! Club Marine SA Boat & Fishing Show and 4WD & Adventure Show

Outdoor enthusiasts are in for a massive treat this October when the SA Club Marine Boat & Fishing Show and 4WD & Adventure Show takes over the Adelaide Showground.

In addition to the exhibitions that bring together the best products and services related to the outdoor lifestyle; the Show will be packed with entertainment, presentations, information, and special guests.

Organisers are extremely pleased to announce this year's special guest at the 4WD and Adventure Show. Well-known adventurer **John "Roothy" Rooth** from 4WD Action magazine will be appearing each day to chat to crowds and tell his story. Don't miss your chance to meet this Aussie legend and have a chat!

Promoting the South Australian outdoor lifestyle, the Club Marine Lifestyle Stage will be a non-stop hub of activity. Celebrity chef **Bart Beek** will present regular cooking demonstrations using local produce and his own unique recipes. Aussie legend **Andrew "ET" Ettingshausen** will be there throughout the weekend to give audiences his tips and tales on travel, fishing and everything he loves about the outdoors.

The Engel Bush Camp Stage features camp oven cooking demonstrations, product reviews and demonstrations, travel and lifestyle tips, and information on camping and 4-wheel driving. **Ron Moon**, adventurer and writer, will also be at the Show, sharing his travel stories and tips.

The Supertank will be back, offering live fishing demonstrations with a cast of presenters. **Dave "The Barefoot Fisherman" Hodge** will demonstrate his best fishing techniques and talk about his latest adventures filming his new TV show The Barefoot Adventurer. Outdoors, the 4WD Test Track and Extreme Show offers family entertainment, as well as 4WD demonstrations, with new release vehicles being shown in action.

Plus for the first time, the RM Williams Longhorn Express will be at the Show. Designed like a traditional homestead and filled with the latest styles and products from RM Williams, the Longhorn Express is a sight to see as it travels across the country to display at various shows and expos.

The SA Club Marine Boat & Fishing Show and 4WD & Adventure Show "Two Shows in One" concept was launched last year and proved to be a successful format that attracted 11,000 visitors over the three day weekend. Show Director Ian Digby (Roadshow Adventures) said the success of the Show stemmed from its relaxed and friendly atmosphere, plus the fact that it covered such diversity.

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“What visitors are getting is a world-class Boat and Fishing Show that has brought together Adelaide’s biggest and best displays of boats, boating accessories, trailers, electronics, fishing tackle, water skis and wakeboards, diving gear, jet skis and more; plus an exciting 4WD & Adventure Show,” he said.

“The 4WD & Adventure Show is a well-established show and has always proved a popular event for outdoor enthusiasts. New release 4 wheel-drives, 4WD accessories, camper trailers and all the latest in camping accessories and anything else you need for the great outdoors.”

Interested exhibitors can contact Ian Digby on (08) 8379 4785 or email [info@roadshowadventures.com.au](mailto:info@roadshowadventures.com.au) for a copy of the prospectus.

More show information can be found at [www.4wdshow.com.au](http://www.4wdshow.com.au) or [www.saboatshow.com.au](http://www.saboatshow.com.au)

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