

MEDIA RELEASE
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ADVENTURES IN THE OUTDOORS

Club Marine SA Boat & Fishing and 4WD Adventure Show

The Club Marine SA Boat & Fishing and 4WD Adventure Show promises to be the most exciting outdoor event this year!

Never before has the Adelaide Showground seen such diversity in the one show. Combining everything for the boat and fishing enthusiasts, with boat exhibitions, fishing tackle displays, scuba and dive gear, jet skis and electronics; with all the latest in 4WD and outdoor gear – new release 4WDs, camper trailers and camping gear. A huge lineup of entertainment and prizes to give away will make it a value family day out, and an event that will be talked about

Boats for all types of boating

Proudly sponsored by Club Marine Insurance, the SA Boat & Fishing Show promises to bring the best boating products, boats, accessories and electronics – all into the one place. The range of boats on show includes styles for all types of water pursuits, including dinghies and fishing tinnies, ski boats and fishing boats. You will find your favourite brand on display, with exhibitions from top names in the industry.

In an Australian debut, the Marina Hindmarsh Island will be launching Cypress Cay Pontoons. These boats are built for comfort and entertainment and will be arriving in South Australia only days before the Show. In addition they will exhibit the 38 Sundancer and the 43 Sundancer, along with four others in the Sea Ray range. The 43 Sundance is worth over \$1 million.

For those into water skiing, Elite Ski Boats will be showing the exciting new Axis A22 wake boat, which was recently chosen as the Most Innovative Product of the Year by the Water Sports Industry Association (WSIA). Costa Marine have the exciting Sleekline CX22 on display, will also debut Sleekline's brand new model the CX22LE, the first time seen in Australia. Ski boats will also be exhibited by Matrix, Camero and Malibu.

Christies Beach Marine will exhibit their full Northbank range, a selection of high quality fibreglass boats that are built in South Australia. They will also exhibit boats from the Stabicraft buoyant range. These boats are unique in design, aluminium pontoons which run the perimeter of the hull, giving the boats enormous amounts of lateral buoyancy. They are also built to withstand swamping, and if full of water will still not tip over or sink. The Stabicraft boats vary from four and a half to 9 metres in length and can be used for a range of activities.

Other leading boat dealers at the Show include Pacific Marine, Yamaha Pittmans Marine (includes Quintrex), Hodge Marine and Haese Marine, who is the new dealer Chaparral to SA.

Four Wheel Drives and Accessories

Anyone looking for 4 wheel drives will be spoiled for choice! Latest new releases and favourite 4 wheels drives will be exhibited from major dealers including Hyundai, Renault, Nissan, Ford, Mazda, Isuzu Ute, Jeep, Dodge, Toyota, Lexus, VW, Skoda, Range Rover, Land Rover, Volvo and Audi.

For 4WD accessories, Redarc Electronics will be bringing a range of 4WD accessories for recreational vehicles and marine. They will have on display a new range of solar panels suitable for 4WDs, recreational vehicles and boats; in-vehicle battery charging products, electric brake controllers, and dual battery systems. Redarc will also launch their new 40-amp in-vehicle and dual battery charging system.

Other major accessory providers in 4WD accessories include ARB, Ironman 4x4, MSA Platinum 4x4.

Fishing, Camping and more!

At the Ultimate Outdoor Show, you can expect to find all the gear you could need to get outdoors and have fun!

All your fishing tackle needs will be taken care of, with major exhibitor Spot On Fishing Tackle bringing a huge range of Jarvis Walker rods, reels, tackle boxes, filleting knives and more. They will also bring their range of outdoor gear such as swags, coolers, smokers, tents and life jackets.

Oztent will be bringing a range of camping accessories, tents and furniture, including their exciting Jet Tent. Part of the new generation of touring tents, the Jet Tents are designed for no assembly required, high speed and hassle free set up.

Other major brands in fishing and outdoor gear include Anaconda, Aussie Disposals and Discount Camping.

GREAT FAMILY DAY OUT

The Club Marine SA Boat & Fishing and 4WD Adventure Show combines the popular 4WD and Adventure Show with a brand new Boat and Fishing Show, in one massive event. Visitors will enjoy two shows for the price of one; and with children being admitted free, it makes the event even more value for money.

Take the time to take it all in – with so much on offer, you may need to come back for a second look!

4WD Test Track

Get a taste of the action! Head to the 4WD adventure track and see the latest 4WD's in action; or take the opportunity for a personal demonstration. The 4WD adventure track is guaranteed to deliver a thrill to those who just want to see how well their favourite 'Off Roader' performs; or for those who can't stand watching and want a little taste of adventure.

4WD Extreme Show

The 4WD Extreme Show is a massively popular part of the 4WD Adventure Show, with huge crowds hording each year to see the spectacular. It is staged three times per day over the Show weekend, and fans are never disappointed! The Extreme Show features a purpose built track with a group of stunt drivers performing all kinds of jumps and stunts – extreme action not recommended for the family recreational 4WD.

The Engel Bush Camp

Don't miss the Engel Bush Camp stage, with a full program of entertainment, demonstrations and presentations across the entire weekend. Expert presenters will demonstrate on all kinds of camping and 4 wheel driving topics, including camp oven cooking, getting the right camp cooking gear; 4WD tips such as trip preparation and travelling tips, vehicle preparation, recovery techniques and equipment, and suspension modifications.

Entertainment on the Club Marine stage

Club Marine Celebrity Chef Bart Beek will be cooking up a storm on the Club Marine stage. Bart will present his cooking demonstrations regularly over the weekend. Fashion parades Saturday and Sunday featuring new season fashions from Adelaide's own swimwear designer "Beachpool" including a preview of their new range of men's boardshorts

Fishing demonstrations at the Supertank

For the fishing enthusiast, you can't go past the fishing demonstrations at the Supertank. Hear some of SA's fishing experts giving their best tips and get up to date information about all the best fishing spots – where to go and how to get there, what to take and which tackle is most suitable, best time to go and what you can expect to catch. It's just as good as being there!

And you can't have a fishing demonstration without Hodgy the Barefoot Fisherman! Hodgy will be showing his trick casting, and giving talks and info on casting techniques. Come down and have a chat with Hodgy – and learn a thing or two to improve your technique!

Plus don't miss special guest Andrew "ET" Ettingshausen at the Show on Sunday. Former rugby league footballer, ET has been well known in the past decade for hosting and producing his own fishing television show "Escape with ET". ET will be special guest at the Show on Sunday, and will be presenting his expert fishing tips.

Kid's Activities

The Show promises to be a great family day out and is even better value for families with the new ticket pricing. Now, children under the age of 16 will be admitted free when accompanied by an adult.

Keep the kids entertained this year with the range of kids' activities on offer. Sure to be popular is the ferris wheel which will be operating all weekend; plus there will be bouncy castles, face painting and kids' carnival rides for the kids.

Competitions and Prizes

To celebrate the Ultimate Outdoor Show, you can win the Ultimate Adventure Package! Thanks to sponsors Toyota Metro Dealers and Yamaha Pitmans Marine, the Adelaide Advertiser and the Club Marine SA Boat & Fishing and 4WD Adventure Show is giving away an awesome prize of a Toyota RAV4 V6 plus Quintrex boat with Yamaha engine plus trailer! The prize package is worth \$53,000.

There are also Finn Kayaks and Engel fridges to be won, just by being at the Show.

Plus try your hand at the Casting Competition, which will be run to raise money for the late Malcolm Douglas' Save the Bilby fund.

The Hole In One Casting Competition has a massive range of prizes up for grabs for the skilled – and the lucky! All proceeds go straight to the Bilby Rescue Project. The aim of the game is to try your luck casting the fishing plug into one of the holes on display. There are five holes ranging from 10cm to 60cm in diameter – and the smaller the hole, the bigger the prize! All it costs is a gold coin donation for three casts, and you could win! So come down and have a go – and raise money for a worthwhile cause.

Show Facts at a glance

Dates

15th 16th 17th October 2010

Location

Adelaide Showground

Opening Times

Friday	10am to 6pm
Saturday	10am to 6pm
Sunday	10am to 6pm

Admission Prices

Adult \$15

Concession \$12 (pensioner & student)

Children Under 16 FREE when accompanied by a paying adult

Parking

Ample on site parking at the Showground only \$6 per car

Contact Details

For the latest information on the 2010 Club Marine SA Boat & Fishing and 4WD Adventure Show, visit www.saboatshow.com.au or www.4wdshow.com.au

For exhibiting enquiries, contact Ian Digby on (08) 8379 4785 or info@roadshowadventures.com.au

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