

MEDIA CONTACTS:
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**CHICAGO BOAT, RV & OUTDOORS SHOW 2008
FACT SHEET**

- WHAT:** 78th Annual Chicago Boat, RV & Outdoors Show
- The largest outdoors show in the Midwest features more than 350,000 square feet of exhibitor space showcasing hundreds of boats, RVs and specialty booths filled with marine accessories and travel destinations.
- WHEN:** Wednesday through Sunday, January 16-20, 2008
Wednesday through Friday: 11:00 a.m. – 9:00 p.m.
Saturday: 10:00 a.m. – 9:00 p.m.
Sunday: 10:00 a.m. – 6:00 p.m.
- WHERE:** McCormick Place – North Building
2301 S. Lake Shore Drive
Chicago, IL 60616
- ADMISSION:** Adults - \$10.00; Youth (13-15 years) - \$4.00
- WHO:** The 2008 Chicago Boat, RV & Outdoors Show is produced by the National Marine Manufacturers Association (NMMA), the world's largest producer of boat shows. NMMA is the leading association representing the \$37.5 billion per year recreational boating industry. For more information about the NMMA, visit www.NMMA.org.
- HIGHLIGHTS:** Hundreds of the latest product models and accessories will be featured at the 2008 Chicago Boat, RV & Outdoors Show. Show highlights include the interactive river, indoor all-terrain vehicle course, Discover Boating Center, Take Me Fishing Center, children's trout pond for casting/catching.
- GIVEAWAYS:** Exciting show giveaways include:
- Wednesday, January 16 – **Daily Herald Day**
 - First 200 adults receive a FREE 30-day *Daily Herald* subscription
 - Thursday, January 17 – **NMMA Certified Boats & Yachts Day**
 - First 250 kids (12 and under) to enter receive a FREE t-shirt
- FEATURES:** **Captain Kids' Discovery Point** – This interactive exhibit encourages children to develop interest in water activities, through experience in building and racing model boats, knot tying and boater's safety.
- Discover Boating Resource Center** – This information area offers unbiased boating experts to answer boating questions before attendees hit the show floor.

Visitors looking for more information on the 2008 Chicago Boat, RV & Outdoors Show should visit www.ChicagoBoatShow.com or call 312-946-6272 for complete details.

NOTE: Members of the media interested in attending the Show are encouraged to visit www.ChicagoBoatShow.com to sign-up for a press badge and download the press kit.