



**FOR IMMEDIATE RELEASE**

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## **Detroit Boat Show to celebrate 60<sup>th</sup> anniversary February 17-25**

**LIVONIA, MICH. – November 6, 2017** – The Detroit Boat Show will cruise into Cobo Center February 17-25, celebrating the 60<sup>th</sup> “Diamond” anniversary of the event. The show, like the boating industry is growing again this year, covering 420,000 square feet with everything boating. After another successful boating season in Michigan, exhibitors vie for the few remaining spaces available.

“As we celebrate our 60<sup>th</sup> year of the Detroit Boat Show, it’s great to see a thriving boating industry in Michigan,” said Show Manager Nicki Polan. “We have more exhibitors, taking more space and bringing in more product, which makes for a bigger and better show that is sure to impress our attendees.”

More than 60,000 consumers are expected to attend to see and buy hundreds of new 2018, 2016, and 2015 model boats for fishing, skiing, wakeboarding and cruising – also paddle boats, kayaks, paddleboards and inflatables. It is the best place to shop for a boat as it would take weeks to visit as many dealers around the state. Show prices are also extremely competitive and buying a boat in February assures boats will be ready

for an early spring launch.

Many dealers say they can attribute up to 50-percent of their annual sales to sales and leads generated at this show. Past surveys have shown more than 1,500 boats, worth an estimated \$50 million, traditionally sell during the Boat Show's nine-day run, and shortly after to leads generated at the show.

The Detroit Boat Show also offers exhibits selling boating accessories and services including motors, dockage, water toys, skiing and wakeboarding gear, boating and fishing accessories, electronics, boat gear, nautical gifts, artwork and much more.

More special promotions will be featured this year in celebration of the show's Diamond Anniversary. These make this event fun for those just looking to get a taste of summer in the middle of Michigan's winter, including: A special 60<sup>th</sup> anniversary historical display, Enter-to-win a grand Diamond prize and a Yeti-A-Day Giveaway, Rail Jam Wakeboarding Shows, Twiggy the Waterskiing Squirrel, waterwalkerz & rollerz, kid's craft area, meet a live mermaid, promotions, Broadcast Center, free boater safety course, and MORE!

Admission to the boat show is \$13 for adults; children 12 and under are free with an adult.

**Special admission days include:**

- 1 Mon., Feb. 19: **Senior Day** – seniors 65 and older receive free admission during show hours (11 a.m. – 6 p.m.)
- 2 Tues., Feb. 20: **Ladies Day** – Ladies get in free.
- 3 Wed., Feb. 21: **A Boat Load of Food** – Donate 5 cans of food to Gleaners Food Bank between 3 & 6 p.m. to get in free
- 4 Thurs., Feb. 22: **Millennial's Night Out, Career Day, AND Boat Show Gives Back**
  - a Millennial's 30 and under receive free admission show hours (3 – 9 p.m.)
  - b The show is also hosting a Career Day for High School and College Students interested in finding out more about careers in the industry, including marine technology!
  - c Boat Show Gives Back – learn more about the Recreational Boating Industries Educational Foundation, scholarships available, careers in the industry and the thousands of dollars the Foundation gives to Students and Marine Professionals to invest in education.

Tickets and hotel accommodations at the Courtyard by Marriott are available at [www.detroitboatshow.net](http://www.detroitboatshow.net). HOURS: Saturdays: 10 a.m. – 8 p.m.; Sundays & Monday: 11 a.m. – 6 p.m.; Tuesday through Friday: 3 p.m. – 9 p.m. Parking is available at Cobo Center and surrounding lots. The Detroit Boat Show is owned and produced by the Michigan Boating Industries Association (MBIA), the voice of boating in Michigan. Revenue generated from this event is returned to fund boater's interests via MBIA's programs and services. FOR MORE INFORMATION visit [www.detroitboatshow.net](http://www.detroitboatshow.net), or call [1.800.932.2628](tel:1.800.932.2628).

**The Detroit Boat Show is sponsored by Great Lakes Scuttlebutt, Official Magazine of the Detroit Boat Show and the Courtyard by Marriott.**