

Louisville Boat, RV & Sportshow Ready to Make a Splash with Year's Best Deals

Region's Top Outdoors Event Offers Special Show Pricing and Family Fun, January 20-24

LOUISVILLE (November 19, 2009) – The 53rd annual [Louisville Boat, RV & Sportshow](#) cruises into the Kentucky Exposition Center, January 20 - 24, 2010. The five-day event is the Mid-South's preeminent outdoors show with hundreds of boats and recreational vehicles on sale from the region's top dealers, plus a wide selection of marine accessories, hunting and fishing gear.

With special deals on everything from canoes and cruisers to engines and electronics, plus attractions including the Affordability Pavilion and boater education seminars, the 2010 Louisville Boat, RV & Sportshow is the ideal place to compare, save and enhance your outdoors experience.

"The Louisville Boat, RV & Sportshow offers the opportunity to shop the largest selection of boats, RVs, outdoor gear and accessories at unprecedented bargains," notes Kim Muncy, show manager. "There's no better place to shop, compare and save than this sportshow, which offers a one-stop marketplace for every outdoor activity, lifestyle and budget."

In addition to shopping the 2010 show, visitors can find a variety of special features, including:

Affordability Pavilion – Back by popular demand in its second year, this area will showcase boats for those with smaller budgets, highlighting pricing options and displaying boats that visitors can finance for \$250 or less.

NEW! Kids' Trout Fishing – There's no limit to the fun! Introduce your kids to fishing at the catch-and-release pond, where young anglers can fish for live trout. Free for children 12 and under.

NEW! Pre-Show Shopping – Louisville Boat, RV & Sportshow's newest online offering allows show goers to pre-shop the 2010 show for the greatest deals on boats by visiting [LouisvilleBoatRVShow.com](#) (begins December 1). Plan ahead and search boats by brand, model and more, in addition to scheduling dealer appointments onsite at the show or at the dealership.

Take Me Fishing Center – Reel in the fun from aspiring anglers to full-blown fishing fanatics. This exhibit features activities, presentations and demonstrations that will give you the know-how to get started or improve your fishing skills, including kids' casting, Kentucky Department of Fish & Wildlife, plus a one-stop shop for hunting and fishing licenses.

NEW! Hunting Pavilion: Find the latest gear, expert advice and hunting activities here, including Mike Beatty, featured on the Outdoor Channel's *Huntin' the World Southern Style* and the Beatty Buck, highest scoring whitetail ever taken by a bow hunter, and current Pope & Young world record non-typical deer; archery shooting; Kentucky Department of Fish & Wildlife's (KDFW) hunting simulator, where you can test your skills in realistic hunting scenarios (fee applies, proceeds send underprivileged kids to KDFW summer conservation camps).

Bass Tub – Get a whole new perspective on fishing—from the viewpoint of the fish. This 50-foot, 5,000 gallon aquarium is stocked with native Kentucky game fish, including bass, perch, crappie and catfish, provided by KDFW. Enjoy a rare underwater view to watch fish react to, and even strike, different lures and bait during professional fishing and casting demonstrations held daily.

Fishing Seminars – Get tips from top local pros. Daily sessions are both informative and an entertaining way to improve your knowledge and expand your skills.

Kids' Adventure Trail – Visit participating exhibitors and collect stamps on the Adventure Trail Map by learning knot tying, animal track/compass reading, water safety and more.

NEW! Cornhole Tournament – Put your game to the test and enter to win cash prizes! Sponsored by River's Edge Marina. Saturday, January 23: Women's Tournament at 11 a.m. and Men's Tournament at 3:30 p.m. Registration is \$40 per team or \$20 per player before January 20; \$50 per team when registered January 21 – 23. First place prize is \$350, second place is \$150 and third place is \$50. Sunday, January 24: Youth Tournament (ages 12 – 18) at 1 p.m. Registration is \$20 per team or \$10 per player before January 20; \$30 per team when registered January 21–23. First place is \$150, second place is \$75 and third place is \$50.

NEW! Big Buck Contest – A chance to earn bragging rights and more! Bucks entered will be scored by official scorers for a chance to win terrific prizes. Entries will be displayed in the Hunting Pavilion and will be accepted until 1 p.m. on Saturday, January 23. Winners will be announced and prizes awarded Sunday, January 24. Sponsored by AwesomeAntlers.com.

Show details:

When:

Wednesday through Sunday, January 20 - 24, 2010

Wednesday, January 20: 5 p.m. - 9 p.m.

Thursday, January 21: 12 p.m. - 9 p.m.

Friday, January 22: 12 p.m. - 9 p.m.

Saturday, January 23: 10 a.m. - 9 p.m.

Sunday, January 24: 10 a.m. - 5 p.m.

Where:

Kentucky Exposition Center – East Hall and South Wing (A & B)
937 Phillips Lane
Louisville, KY 40209

Tickets:

\$9 for adults

\$7 for seniors (ages 65 and above)

\$4 for youth (ages 13-15)

FREE for children 12 and under

FREE for military personnel who show their active military ID at the show office (South B Lobby, B106)

Discounts: \$5 Opening Day admission (Wednesday, January 20); Ladies' Night: \$5 admission for ladies (Friday, January 22); Buy three e-tickets at LouisvilleBoatRVShow.com, get fourth ticket FREE; Save \$2 when you purchase tickets at Kroger with Kroger Plus card (January 4 – 24); Save \$2 with participating Subway Restaurants® coupon.

Consumers interested in learning more about the 2010 Louisville Boat, RV & Sportshow can visit LouisvilleBoatRVShow.com or call 502.957.1666 for complete details and updates.

Editor's Note: Members of the media can visit LouisvilleBoatRVShow.com to register for a media badge or contact [Kelly Kaylor](mailto:Kelly.Kaylor) at 312.946.6262 for press materials, show photos and interviews.

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About Louisville Boat, RV & Sportshow

The [Louisville Boat, RV & Sportshow](#) is produced by the [National Marine Manufacturers Association \(NMMA\)](#), the world's largest producer of boat shows. NMMA is the leading association representing the \$33.6 billion per year recreational boating industry. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters and anglers in North America. For more information about the NMMA, visit www.NMMA.org.