

NEWS RELEASE

The Toronto Sportsmen's Show - Canada's Greatest Outdoor Event

Toronto, Ontario, July 5, 2007 - - More than 450 exhibitors are already making plans for the 61st. edition of the Toronto Sportsmen's Show – the Fishing & Outdoor Super Show. They will offer the most extensive assortment of fishing / hunting equipment and outdoor gear in the Show's illustrious history - including the latest in fishing and leisure boats, tents and backpacks, ATVs and motorcycles, and canoes and kayaks.

Over five days an expected 125,000 visitors will see and touch all they need for hiking, camping and boating. The popular Hunting Hall will be the headquarters for the avid hunter and outdoorsman. Show organizers are preparing crowd-pleasing features and special exhibit areas that make the Toronto Sportsmen's Show truly a multitude of shows in one! There will be the *Outdoor Adventure Zone*, the *Outfitters and Travel Expo*, the *Gold Whistle Retriever Trials*, the *Big Air Dog Show*, *Dogs with Jobs*, the *Rare Breed Dog Show*, *Breed Clubs*, the *Spring Boat Super Show and Sale*, the *Ontario Out of Doors Hunting Hall*, *Fishing Unlimited*, *Birds of Prey*, the *O.F.A.H. Kid's Zone* and the *Heritage Court Seminar Stage*.

The Toronto Sportsmen's Show – the Fishing & Outdoor Super Show
Direct Energy Centre, Exhibition Place, Toronto, Ontario
Wednesday, March 12th to Sunday, March 16th, 2008
Weekdays and Saturday: 10:00 a.m. - 8:00 p.m.
Sunday: 10:00 a.m. - 6:00 p.m.

Admission

Adults: \$16.00 Juniors: \$9.00 (Ages 6 to 15) Seniors (60+): \$9.00
Children (under six years): Free when accompanied by an adult
Family Pass: \$38.00 (two adults and two juniors)

Information on the Toronto Sportsmen's Show is at www.sportshows.ca.

Established in 1948, Canadian National Sportsmen's Shows (CNSS) is Canada's largest producer of outdoor consumer shows. CNSS is a non-profit corporation

committed to conserving Canada's outdoors and instilling Canadian youth with an appreciation for nature and outdoor activity programs. Since the first Show in 1948, more than \$29,000,000 has been committed to these projects and campaigns. Over the years, grants have been made to organizations such as the Fraser River Sturgeon Society, the Pacific Salmon Foundation, the Alberta Hunter's Instruction Association, the Credit River Anglers Association, the Toronto Sportsmen's Association, Project C.A.N.O.E., the Ontario Snow Resorts Association and Quebec Outfitter's Federation.

E-mail keichner@ca.inter.net to receive news releases and other media material electronically. Addresses will be kept confidential and will not be released to any third party.

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