

MEDIA FACT SHEET

The 2008 Toronto Sportsmen's Show – Canada's Biggest Fishing & Outdoor Show

- EVENT:** *The 2008 Toronto Sportsmen's Show – Canada's Biggest Fishing & Outdoor Show. "Think Big" is the Show theme and there is no other outdoor event in Canada to compare with the size of the Toronto Sportsmen's Show.*
- EXHIBITS:** Exhibitors will feature an extensive assortment of fishing equipment and outdoor gear - from the latest in fishing and leisure boats to tents and backpacks, ATVs and motorcycles, and canoes and kayaks.
- STATISTICS:** 450 exhibitors.
125,000 visitors.
- DATES & HOURS:** Wednesday, March 12th to Sunday, March 16th.
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 (Ages 6 to 15): \$9.00
Seniors (60+): \$9.00
Children (under six years): Free when accompanied by an adult
Family Pass (two adults and two juniors): \$38.00
- LOCATION:** Direct Energy Centre at Exhibition Place, Toronto.
Conveniently located near downtown Toronto and close to major highways. There is indoor and outdoor parking, and the facility is served by public transit (TTC and GO).
- SPECIAL FEATURE AREAS:** The Toronto Sportsmen's Show is truly a multitude of shows in one! No other show compares in its features and special exhibit areas.
- *The Outdoor Adventure Zone*
 - *The Outfitters and Travel Expo*

- The expanded *Ontario OUT OF DOORS Hunting Hall*
- 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*
- *Fishing Unlimited*
- *Fish TV Zone presented by your Ontario Toyota Dealers*
- *Focus on Fly Fishing*
- *Birds of Prey*
- The O.F.A.H. *Kid's Zone*
- The *Heritage Court Seminar Stage*

WEBSITE:

www.sportshows.ca

**OWNED &
PRODUCED BY:**

Canadian National Sportsmen's Shows (CNSS). Established in 1948, 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 Education Instructors' Association, the Credit River Anglers Association, the Toronto Sportsmen's Association, Project C.A.N.O.E., the Ontario Snow Resorts Association and Quebec Outfitters' Federation.

**MEDIA
INFORMATION:**

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

Complimentary Show passes are available for on-air and print promotions. Contact Karl Eichner at 416.447.2265 or keichner@ca.inter.net to arrange for your supply.

Media are encouraged to pre-register for the Show and a badge will then be waiting for pick up in the Media Centre (Salon 105 East). A media accreditation form is available on the web page or from Karl Eichner, the Show Publicist.

Excellent photo opportunities will be available at the Show. Staff will direct photographers and television crews to the appropriate displays and special feature areas.

For further information, please contact:

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