

# News Release



**FOR IMMEDIATE RELEASE**

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## **Boating's Most Popular Brands Cruise into FirstEnergy Park for the Best Show of the Season**

**Manasquan, NJ** – The 2013 Jersey Shore Boat Sale & Expo will take place at FirstEnergy Park, home of the Lakewood BlueClaws, in Lakewood, NJ, **September 20 - 22, 2013**. This great fall boating sales event will feature new and pre-owned boats and accessories for sale by New Jersey's premier marine retailers including brand new 2014 models.

The event, unlike any other outdoor boating event in the state, is organized by the Marine Trades Association of New Jersey (MTA/NJ) to offer a low cost, one stop opportunity to consumers and marine retailers at an extremely convenient and popular venue. Each of the five Jersey Shore Boat Sale & Expos held at the BlueClaws stadium has been a success offering consumers ease of access to explore a wide selection of boats and products.

*"This boat show is unique from the other shows in many ways. It is centrally located in Ocean County which is home to many of New Jersey's Boat Dealers so the boats on display are there to fit the needs and wants of the boaters of New Jersey,"* stated Fred Brueggemann, MTA/NJ President. *"There are attractions for children of all ages as well as large selection of boats, from kayaks to cruisers. The \$2.00 admission with free parking makes this an affordable event for families of all sizes. So put on your deck shoes and come visit us at the show."*

The Jersey Shore Boat Sale & Expo will feature a great lineup of new boats including 2014 models, boating products, accessories, and services. The show offers consumers a chance to easily climb aboard a wide selection of boats and the opportunity to cash in on some of the best pricing of the season. The 2013 show will have close to 60 different boat brands from manufacturers including: **Alumacraft, Angler, BRP, Bayliner, Bennington, Bentley, Boston Whaler, Carolina Skiff, Caravelle, Century, Chaparral, Cobalt, Cobia, Crestliner, Crownline, Edgewater, Formula, Four Winns, Fun Chaser, Godfrey, Glastron, Grady White, Grumman, JC Triton, Kawasaki Jet Skis, Key Largo, Key West, Larson, Maycraft, Monterey, NauticStar, North Coast, Premier, Razor, Regal, Regulator, Rinker, Robalo, Sea Chaser, Sea Fox, Sea Hunt, Sea Ray, Southwind, Starcraft, Steiger Craft, Sting Ray, Striper, Sylvan, Sundance Skiff, Tidewater, Triumph, Veranda, Wellcraft, Yamaha Sport Boats, Yamaha Wave Runners & Zodiac**. In addition to these new boats, there will be a large selection of pre-owned boats of all sizes to board and buy. Attendees can also shop the Boaters Marketplace and meet with vendors for their boating needs, including electronics, accessories and services.

The Jersey Shore Boat Sale & Expo will again have the widely popular **KIDS COVE**. The interactive program keeps the youngest generation of boaters captivated with the marine and boating lifestyle all weekend long. Old and young alike will be able to see live baby clams, oysters and other bay creatures with **ReClam the Bay (RCTB)**. Attendees will learn why RCTB says, “A clam is a man’s best friend” and how you can help care for the bay. **New Jersey Sea Grant Consortium**, located on Sandy Hook, will offer hands on experience casting a fishing pole and teaching participants about local marine life. The Kids Cove will include craft projects to keep the future generation of boaters busy and happy.

**The United States Coast Guard Auxiliary will be holding their Junior Boaters, Boating Fun Workshop** on Saturday at 12:00 pm, 2:00 pm, 4:00 pm and Sunday 12:00 pm and 2:00 pm. This is a 45 minute children’s boating safety session brought to you by the United States Coast Guard Auxiliary. Age appropriate topics will include: importance of wearing your properly fitting life-jacket, how/when to use the marine radio, importance of knowing where you are on the water, what to do in an emergency. Coloring books, stickers and attendance certificates will be issued.

West Marine will be bringing back the popular **Kayak Pool** that was previously featured at the show. Attendees will be able to float around on a kayak or stand up paddleboard to test one out, practice their skills, or just have some fun in the pool.

*“It is our goal as a boating trade Association to offer an affordable opportunity for our dealers and retailers to sell their products and services. By keeping the costs low for the exhibitors to participate in the show, they are able to pass those savings directly onto the consumer,”* stated Melissa Danko, MTA/NJ Executive Director. *“In addition to being affordable, we strive to make it convenient and accessible for everyone. The show is easy to get to, parking is free and with both new and pre-owned boats available all in one place, there is something here for everyone. If you have never been to the show, make this the year that you go.”*

Event details including directions, a list of exhibitors and highlights can be found online at [JerseyBoatExpo.com](http://JerseyBoatExpo.com). Admission is only \$2.00 per person, 12 and younger are free with ample free parking. The event will run from 11am – 6pm on Friday, 10am- 6pm on Saturday and 10am- 5pm on Sunday. All proceeds from the event will go back to the MTA/NJ to support its efforts to promote and protect the recreational boating industry in New Jersey.

### **About the MTA/NJ**

The [Marine Trades Association of New Jersey \(MTA/NJ\)](http://MarineTradesAssociationofNewJersey.com), established in 1972, is a non-profit organization dedicated to promoting, advancing and protecting the recreational marine industry and waterways in the State of New Jersey. The MTA/NJ is dedicated to the interests of the industry as a whole for the benefit of its individual members and the consumers whom they serve. The MTA/NJ produces two boat shows, the [Jersey Shore Boat Sale & Expo](http://JerseyShoreBoatSaleExpo.com) held in September at FirstEnergy Park in Lakewood and the [New Jersey Boat Sale & Expo](http://NewJerseyBoatSaleExpo.com) held in February at the New Jersey Convention & Expo Center in Edison. In addition, the MTA/NJ proudly endorses the [Progressive Insurance Atlantic City Boat Show](http://ProgressiveInsuranceAtlanticCityBoatShow.com) held in February.