



News Release

FOR IMMEDIATE RELEASE

October 13, 2011

Contact: Melissa Danko

Marine Trades Association of New Jersey

732-292-1051; mdanko@mtanj.org

Fall Jersey Shore Boat Sale & Expo Continues to Grow and Deliver

Manasquan, NJ – The third annual Fall Jersey Shore Boat Sale & Expo was held September 23-25, 2011, at FirstEnergy Park, home of the Lakewood BlueClaws. This exciting and unique boating sales event featured new and pre-owned boats including 2012 models, engines and accessories for sale by local marine retailers. The event was organized by the Marine Trades Association of New Jersey (MTA/NJ), a non profit organization comprised of over 300 recreational marine businesses.

The focus of the Jersey Shore Boat Sale & Expo is affordability and accessibility both for the consumer and exhibitors with a low cost to exhibit and attend. This year's show was the biggest one yet, with more than 200 new and pre-owned boats on sale offering a wide selection of models from 20 dealers representing 42 different manufacturers. The growth of the show was clearly evident as boats were on display in 78,000 square feet of the stadium utilizing three parking lots along with the Boaters Marketplace showcasing vendors both outside and inside the stadium.

“Continuous positive buzz surrounded the show all weekend with attendees and exhibitors commenting that they were impressed by the size and growth of the show and that it exceeded their expectations,” stated Paul Terzian, Causeway Marine. The show did experience a drop in attendance of 25% compared to 2010 as the rainy weather and forecasts over the weekend impacted the show.

New for this show was the addition of Free Children's Boating Safety & Environmental Awareness classes taught by NJ Boating Safety Classes, njboat.org. These classes included information on boating safety for children, such as the importance of wearing life jackets when heading out on the water. They also learned how to take care of the environment and how to keep our waterways clean. “It was a pleasure to teach the children that attended the classes at the Blue Claws Boat Show. They enjoyed learning about the environment and most important to wear their life jackets. They're ages ranged from 3 to 16 and the parents stayed to learn too,” stated Janet Teller, NJ Boating Safety Classes.

The popular Kids Cove sponsored by The Fisherman Magazine, returned to the Jersey Shore Boat Sale & Expo. Children visiting the Kids Cove enjoyed a number of activities including the new addition of touch tanks and displays from Jenkinson's Aquarium located in Point Pleasant, which included several marine life species and allowed children to have a hands-on experience. Children also learned knot tying, how to snell a hook and how to cast all taught by members of the Fishermen's Conservation Association. “Designed to provide a fun and educational experience, the recreational outdoor and boating lifestyle was instilled in all the children that attended. It was

great to see so many families having fun together over the course of the weekend,” stated John DeBona, The Fisherman Magazine.

A number of participating dealers have already confirmed that they would return to future shows and had many positive remarks from the show. “As we all know, the Marine Trades Association of New Jersey is essential to the boating industry of New Jersey. Because of this we have a dedicated group of dealers and marinas who volunteer a great deal of time working with the MTA/NJ staff to ensure a successful event for both the boat dealer and the consumer,” stated Ed Harrison, III, Baywood Marina. “We are very pleased with the results.”

The Jersey Shore Boat Sale & Expo is held in the fall at FirstEnergy Park in Lakewood, NJ. Additional information including dates for 2012 will be posted at JerseyBoatExpo.com. Businesses interested in exhibiting or participating should contact the MTA/NJ office at 732-292-1051; email at info@mtanj.org.

About the MTA/NJ:

The Marine Trades Association of New Jersey (MTA/NJ), established in 1972 and comprised of over 300 marine related businesses, is a non-profit organization dedicated to promoting 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.