



## FOR IMMEDIATE RELEASE

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### 6<sup>th</sup> Annual Jersey Shore Boat Sale & Expo Returns to FirstEnergy Park

**Manasquan, New Jersey** – Like an incoming tide, excitement is running strong for the 6<sup>th</sup> Annual Jersey Shore Boat Sale & Expo set to take place at FirstEnergy Park, home of the Lakewood BlueClaws, September 19-21, 2014. Organized by the Marine Trades Association of New Jersey (MTA/NJ), this popular family event offers an outstanding array of boats and marine accessories hosted by the state's top marine retailers.

The late summer boat show offers a fabulous collection of the industry's top brands with a special twist for consumers searching for their next boat. In addition to a great selection of newly introduced 2015 models, dealers in attendance also will showcase a fleet of attractively priced 2014 models. Adding further value for the consumer will be a separate area devoted to clean, late model, previously loved boats offering special opportunities for the budget minded boater. In all, nearly 300 boats, including family cruisers, express sport boats, center consoles, canyon runners, ski and pontoon boats, canoes, and kayaks, plus personal watercraft will be on display awaiting your inspection.

Along with the boats representing some 60 different major and regional brands, a boater's marketplace will be full of good deals for gear, accessories, marine equipment and services. New Jersey offers excellent coastal, bay, lake and river boating waters so representatives from many marinas will be on hand as well. The family friendly theme even includes attractions for young skippers with fun displays and activities in the popular Kids Cove, sponsored by the Lakewood BlueClaws and the New Jersey Sea Grant Consortium.

As boat shows go, what could top a superb selection of new and pre-owned boats, a packed boater's marketplace, numerous family activities, and knowledgeable retailers to answer questions and help steer you toward good deals? Here's a hint: this is a MTA/NJ boat show! So, how about free on-site parking? How about a modest \$4 admission charge per person and children under 12 years when accompanied by an adult get in free?

"Late summer and early fall is ample time to still get on the water and enjoy your boat," stated Melissa Danko, MTA/NJ Executive Director. "The fishing is good and many warm days are ahead before the

leaves begin to turn. Cruise on down to Jersey Shore Boat Sale & Expo and see for yourself how much fun and affordable it can be to own the boat you have always wanted.”

Event details including directions, a current list of exhibitors and show highlights can be found at [JerseyBoatExpo.com](http://JerseyBoatExpo.com).

Show Hours:	Friday	11AM - 6 PM
	Saturday	10AM - 6 PM
	Sunday	10 AM -5 PM

Contact: Phone: 732-292-1051; Fax: 732-292-1041; Email: [info@jerseyboatexpo.com](mailto:info@jerseyboatexpo.com).

Interested in exhibiting? Please contact the MTA/NJ office at 732-292-1051; email at [info@jerseyboatexpo.com](mailto:info@jerseyboatexpo.com); or visit [JerseyBoatExpo.com](http://JerseyBoatExpo.com) for an application immediately.

All proceeds from the event return to the MTA/NJ to support its efforts to promote, advance, and protect the recreational boating industry in New Jersey.

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

The Marine Trades Association of New Jersey (MTA/NJ), 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. In addition to many accomplishments, the MTA/NJ produces two boat shows, the Jersey Shore Boat Sale & Expo held in September at FirstEnergy Park in Lakewood and the New Jersey Boat Sale & Expo held in February at the New Jersey Convention & Expo Center in Edison. The MTA/NJ proudly endorses the Progressive Insurance Atlantic City Boat Show held in February.

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