

News Release



FOR IMMEDIATE RELEASE

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The Jersey Shore Boat Sale & Expo Cruises into FirstEnergy Park This Weekend Bigger Than Ever

Manasquan, NJ – The 3rd Annual Fall Jersey Shore Boat Sale & Expo will take place at FirstEnergy Park, home of the Lakewood BlueClaws, in Lakewood, NJ **September 23 - 25, 2011**. This great boating sales event will feature new and pre-owned boats and accessories for sale by New Jersey's premier marine retailers including brand new 2012 models.

The event 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 easily accessible and popular venue. Three Jersey Shore Boat Sale & Expo's were held between 2009 and 2010 at the BlueClaws stadium and every one was a success. Attendance and dealer participation grew, qualified buyers came and boats were sold.

"The dealers that participate in this show are the businesses that directly support the Association and its efforts to protect and promote the boating industry which benefits the boaters of this state and the waterways that they depend on and enjoy." stated Kersten Roehsler, MTA/NJ President. *"We are a unified group working to better boating in New Jersey for everyone."*

The Jersey Shore Boat Sale & Expo will feature a great lineup of new boats, including 2012 models, boating products, accessories, and services offering consumers a chance to easily climb aboard a wide selection of boats offering some of the best pricing of the season. This fall show is expected to be the biggest one yet with over 40 different boat brands from manufacturers including: **Avalon, Bennington, Boston Whaler, C-Hawk, Carolina Skiff, Chaparral, Chris Craft, Cobalt, Contender, Crownline, East Coast Skiff, Formula, Grady White, Godfrey, Glastron, Harris Flotebote, HydraSports, Kawasaki Jet Skis, KenCraft, Key West, Larson, Maritime, Maycraft, Monterey, NauticStar, North Coast, Parker, Pro-Line, Regal, Regulator, Rinker, Robalo, Sailfish, Sea Fox, Sea Hunt, Steiger Craft, Stingray, Striper, Tidewater, Yamaha Sport Boats and Yamaha Wave Runners**. Attendees can also shop the Boaters Marketplace and meet with vendors for all of their boating needs including engines, accessories and services.

New for this year is the addition of a **Free Children's Boating Safety & Environmental**

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Awareness Class being taught by NJ Boating Safety Classes, njboat.org. These free ½ hour classes will include information on boating safety for children using a boating safety coloring book making it a fun and exciting learning experience. Each child will receive a PFD Panda Award Certificate indicating they promise to use a life jacket when heading out on to the water.

Children will also learn about how to take care of the environment and how to keep our waterways clean. **Classes for ages 4 to 10 will be held on Saturday, September 24 and Sunday, September 25 at 12 pm, 1 pm and 2 pm.** Pre-registration is encouraged but not required. To sign up for the class, please contact 732-292-1051 or email csimkins@mtanj.org and include the class that you wish to take and the child's name and age.

The Jersey Shore Boat Sale & Expo will again have the widely popular **Kids Cove sponsored by The Fisherman Magazine** and it will keep the younger generation of boaters captivated with the marine and boating lifestyle. New for this year, **Jenkinson's Aquarium** located in Point Pleasant, will have touch tanks and displays for the children to get a hands-on experience of marine life in the Kids Cove. They will also have craft projects to keep the future generation of boaters busy and happy. And members of the **Fishermen's Conservation Association** will be on hand to teach kids how to tie basic fishing knots, how to snell a hook and how to cast and **NJ Sea Grant Consortium** will be on hand with fun, creative and educational activities. There also will be games to entertain the kids while parents can visit with dealers and vendors.

"The Jersey Shore Boat Sale & Expo offers a unique and affordable opportunity to meet with and shop from the top boat dealers and retailers in the state. The cost for a family of four to attend is less than ten dollars and the stadium is easily accessible with convenient parking located right next to the entrance of the show." stated Melissa Danko, MTA/NJ Executive Director. *"New Jersey's boating opportunities are endless and the Jersey Shore Boat Sale & Expo has just what you need to get out on the water and continue your boating excitement this year!"*

Event details including directions, a list of exhibitors and highlights can be found online at JerseyBoatExpo.com. Admission is only \$2.00 per person, 12 and younger are free with free parking. **The event will run from 11am – 6pm on Friday, 10am- 6pm on Saturday and 10am- 5pm on Sunday. First Energy Park is located at 2 Stadium Way, Lakewood, NJ 08701**

All proceeds from the event will go back to the Association to support its efforts to promote and protect the recreational boating industry in New Jersey.

Businesses interested in exhibiting should contact the MTA/NJ office at 732-292-1051; email at info@mtanj.org or visit jerseyboatexpo.com for an application as soon as possible.

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.

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