

THE SIOUX EMPIRE SPORTSMEN'S SHOW IS COMING!

Right inside the **2017 Sioux Empire Sportsmen's Show** media kit, you'll find all the details about this year's show, opening March 9 at the Sioux Falls Arena and Convention Center and running through March 12.

Following are some highlights of this year's show:

- ✓ **The Great Bear Show**, the oldest and longest-running educational wild animal show in the country, is entertaining and enlightening. Trainer Bob Steele discusses bear behavior while the bears display their skills.
- ✓ **Jason Mitchell**, host of TV's "Jason Mitchell Outdoors," shares walleye tips on Thursday and Friday, while Hall of Fame angler **Ted Takasaki** shares his walleye expertise on Saturday and Sunday.
- ✓ Outdoor writer Todd **Amenrud** appears at the show every day, sharing his tactics for conquering a whitetail's sense of smell, and tips on growing the most attractive food plots for whitetail.
- ✓ The **pros from Scheels** host special Kids Fishing Workshops on Saturday and Sunday mornings.
- ✓ As always, the **Live Trout Pond** will be open for some early season fishing.

If you're looking for an overview of the show, Show manager **Barry Cenaiko** is always a good choice. If you'd like to arrange interviews or remotes, contact our Sioux Falls media liaison, Mike Costanzo, at 605-212-7665, or call me (Margo) at 612-718-6340 (cell). We're here to help!

Margo Withy

Mike Costanzo

CONTACT: Margo Withy, 763-755-8111, 612-718-6340
Mike Costanzo, 605-212-7665

2017 SIOUX EMPIRE SPORTSMEN'S SHOW

AT A GLANCE. . .

If you love the outdoors, you'll love the Sioux Empire Sportsmen's Show!

WHAT	The 50th annual Sioux Empire Sportsmen's Boat, Camping and Vacation Show	
DESCRIPTION	Approximately 200 exhibits include wide variety of new model boats, RVs of all sizes, motors, docks, marine electronics, fishing gear, hunting and camping equipment, lodges, resorts, outfitters and campgrounds. Daily seminars by fishing and hunting pros. Fun, family-friendly special features.	
WHERE	Sioux Falls Arena and Convention Center	
WHEN	Thursday, March 9 to Sunday, March 12	
HOURS	Thursday	5 p.m. to 9 p.m.
	Friday	Noon to 9 p.m.
	Saturday	10 a.m. to 9 p.m.
	Sunday	10 a.m. to 5 p.m.
ADMISSION	\$8.00 adults; \$2.50 children aged six to 12; five and under free	
SPEAKERS	Jason Mitchell: "Advanced Trolling Tactics for Walleye," Thurs., Fri. Ted Takasaki: "Troll in 4 Wheel Drive," Sat., Sun. Todd Amenrud: "Conquer Whitetail's Sense of Smell," daily	
FEATURES	The Great Bear Show: Trainer Bob Steel discusses bear behavior in the wild and captivity, while his bears show off their learned skills. Kids' Fishing Workshops, with the pros from Scheels , Sat., Sun. Fishing in the Live Trout Pond	
MORE INFO	Call 763-755-8111 or go to www.siouxfallssportshow.com .	
SPONSORS	The Sioux Falls Cosmopolitan Club and Miller High Life Beer	

CONTACT: Margo Withy, 763-755-8111
612-718-6340 (cell)
Mike Costanzo, 605-212-7665

FOR IMMEDIATE RELEASE

50TH ANNUAL SIOUX EMPIRE SPORTSMEN'S SHOW OPENS MARCH 9

Head inside to explore the great outdoors at the 50th annual **Sioux Empire Sportsmen's Boat, Camping & Vacation Show**. The show opens Thursday, March 9 at the Sioux Falls Arena and Convention Center, and runs through Sunday, March 12.

The Sportsmen's Show provides the perfect mix of products and services catering to outdoor lovers, combined with free seminars and fun, family-friendly features. If it's new on the market, you'll see it at the show. There are nearly 200 exhibits to explore.

Look for boat show pricing on powerboats, fishing boats, pontoons and personal watercraft. Check out the newest motors, docks and lifts. The extensive displays of tackle, rods, reels, GPS systems and accessories will appeal to anglers. Explore new 2016 and 2017 model RVs, ranging from tent campers to five wheelers to motorhomes.

Winter's a great time to book next summer's family vacation or that annual fishing or hunting trip. Many representatives from hunting and fishing lodges, resorts, campgrounds, fly-ins and outfitters can help you with your plans.

There's always fun for the family at the Sportsmen's Show. **The Great Bear Show**, the oldest and longest- running educational wild animal show in the country, is part of that fun. Bears are extremely intelligent, fast learners and have exceptional balance. Trainer Bob Steele discusses bear behavior in the wild and in captivity while the bears display their skills. Several shows are scheduled throughout the run of the Sportsmen's Show. Everyone in the family can enjoy a little angling action at the **Live Trout Pond**.

If you're looking for some tips and ideas from the pros, the free seminars at the Sportsmen's Show are designed for you. **Jason Mitchell**, host of TV's "Jason Mitchell Outdoors" show offers seminars on Thursday and Friday and Friday, while Hall of Fame angler **Ted Takasaki** appears Saturday and Sunday. Outdoor writer **Todd Amenrud** shares his whitetail hunting expertise every day.

Kids get in on the action during weekend **Kids' Fishing Workshops** with the **pros from Scheels**. These fun sessions are scheduled Saturday at 11 a.m. and Sunday at noon. Of course, the **Live Trout Pond** is open every day.

The Sportsmen's Show will be open to the public Thursday from 5 p.m. to 9 p.m.; Friday from noon to 9 p.m.; Saturday from 10 a.m. to 9 p.m.; and Sunday from 10 a.m. to 5 p.m. Admission is \$8.00 for adults, \$2.50 for children aged six to 12, with children five and under admitted free of charge.

Produced by Cenaiko Productions, Inc. of Minneapolis, the Sioux Empire Sportsmen's Show is sponsored by the Sioux Falls Cosmopolitan Club and Miller High Life Beer. For more information, call 763-755-8111 or go to www.siouxfallssportshow.com.

CONTACT: Margo Withy, 763-755-8111
612-718-6340 (cell)
Mike Costanzo, 605-212-7665

FEATURED SPEAKERS
2017 SIOUX EMPIRE SPORTSMEN'S SHOW

**MEET THE PROS APPEARING AT THE
SIOUX EMPIRE SPORTSMEN'S SHOW**

March 9 – 12, 2017
Sioux Falls Arena and Convention Center

JASON MITCHELL: Jason Mitchell is host and producer of television's "Jason Mitchell Outdoors," one of the most highly viewed outdoor programs in the Midwest. Before starting his broadcast career, he was well-known as one of the best guides on Devil's Lake in North Dakota. He has earned a reputation as a willing and able teacher whose time on the water is hard to duplicate. In 2016, he was inducted into the North Dakota Fishing Hall of Fame.

Jason's seminar topic is "Advanced Trolling Tactics for Walleye." He'll be at the show on Thursday and Friday.

TED TAKASAKI: A Hall of Fame Legendary angler, Ted is one of the top competitors on the FLW Walleye Tour and the Professional Walleye Trail. He won the prestigious PWT Classic Championship in 1998 and the 1995 PWT Top Gun Angler Award. He still holds the all-time tournament record for a one day limit of five walleyes, which weighed an amazing 53.2 pounds.

From 1999 to 2008, Ted was president of Lindy Fishing Tackle, one of the nation's largest freshwater fishing tackle manufacturers. He has been featured in many national outdoor magazines, has conducted hundreds of walleye seminars across the Midwest, and has appeared on numerous fishing television shows. Ted is considered one of America's top walleye and multi-species anglers.

Ted's weekend seminar topics are "Troll in 4 Wheel Drive" and "Jig Like a Pro."

TODD AMENRUD: Todd is a full time sportsman whose job keeps him in the outdoors much of the year. He is addicted to bow hunting for whitetail, and spends a considerable amount of time researching, studying and learning about them. He also hunts other big game, turkey and waterfowl throughout the country and Canada.

Todd is the author of three books on whitetail, including *Details for Whitetail*. He has trained extensively on whitetail management, habitat improvement and planting food plots. In addition, he is certified through the state of Minnesota as an instructor for bow hunter education, firearms safety and advanced hunter education. He currently writes columns in over 60 outdoor and general circulation publications.

Todd will be appearing at the Sportsmen's Show every day. His topics are "Tactics for Conquering a Whitetail's Sense of Smell" and "How to Grow the Most Attractive Food Plots for Whitetail."

-more-

2017 Sioux Empire Sportsmen's Show—Seminar Speakers

Page 2 of 2

The Sioux Empire Sportsmen's Show will be open Thursday from 5 p.m. to 9 p.m.; Friday from noon to 9 p.m.; Saturday from 10 a.m. to 9 p.m.; and Sunday from 10 a.m. to 5 p.m. Admission is \$8.00 for adults, \$2.50 for children aged six to 12, with children five and under admitted free of charge.

The Sportsmen's Show, produced by Cenaiko Productions, Inc. of Minneapolis, is sponsored by the Sioux Falls Cosmopolitan Club and Miller High Life Beer. For more information, call 763-755-8111 or go to www.siouxfallssportshow.com.

CONTACT: Margo Withy, 763-755-8111
612-718-6340 (cell)
Mike Costanzo, 605-212-7665

2017 SIOUX EMPIRE SPORTSMEN'S SHOW SHOW SCHEDULE

THURSDAY, MARCH 9

- 6:30 p.m. **Todd Amenrud:** *Tactics for Conquering a Whitetail's Sense of Smell*
- 7:00 p.m. **The Great Bear Show**
- 7:30 p.m. **Jason Mitchell:** *Advanced Trolling Tactics for Walleye*
- 8 p.m. **The Great Bear Show**

FRIDAY, MARCH 10

- 1:30 p.m. **Todd Amenrud:** *Tactics for Conquering a Whitetail's Sense of Smell*
- 2:30 p.m. **The Great Bear Show**
- 3:00 p.m. **Jason Mitchell:** *Advanced Trolling Tactics for Walleye*
- 5:00 p.m. **The Great Bear Show**
- 5:30 p.m. **Todd Amenrud:** *How to Grow the Most Attractive Food Plots for Whitetail*
- 7:00 p.m. **Jason Mitchell:** *Advanced Trolling Tactics for Walleye*
- 7:30 p.m. **The Great Bear Show**

SATURDAY, MARCH 11

- 11:00 a.m. **Kids' Fishing Workshop with the pros from Scheels**
- 12:00 noon **The Great Bear Show**
- 12:30 p.m. **Ted Takasaki:** *Troll in 4 Wheel Drive*
- 2:00 p.m. **Todd Amenrud:** *Tactics for Conquering a Whitetail's Sense of Smell*
- 2:30 p.m. **The Great Bear Show**
- 5:00 p.m. **Ted Takasaki:** *Jig Like a Pro*
- 6:00 p.m. **The Great Bear Show**
- 7:00 p.m. **Todd Amenrud:** *How to Grow the Most Attractive Food Plots for Whitetail*

2017 Sioux Empire Sportsmen's Show—Show Schedule

Page 2 of 2

SUNDAY, MARCH 12

11:30 a.m.	The Great Bear Show
12:00 noon	Kids' Fishing Workshop with the pros from Scheels
1:00 p.m.	Ted Takasaki: <i>Troll in 4 Wheel Drive</i>
1:30 p.m.	The Great Bear Show
2:00 p.m.	Todd Amenrud: <i>Tactics for Conquering a Whitetail's Sense of Smell</i>
3:00 p.m.	Ted Takasaki: <i>Jig Like a Pro</i>
3:30 p.m.	The Great Bear Show