

CONTACT: Margo Withy, 763-767-2666
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ST. CLOUD SPORTSMEN'S SHOW

February 15 – 17, 2008

AT A GLANCE. . . .

WHAT	The 20th annual St. Cloud Sportsmen's Show
WHEN	Friday, February 15 to Sunday, February 17
WHERE	St. Cloud Civic Center, 10 Fourth Ave. So., St. Cloud, MN
DESCRIPTION	Approximately 100 exhibits include wide variety of new model boats and marine equipment. Also on display is the newest gear for fishing, hunting and camping. Many booths feature lodges, resorts and campgrounds for planning next summer's vacation. Great special features and daily seminars by leading outdoor pros.
SHOW HOURS	Friday, February 15 Noon to 9 p.m. Saturday, February 16 10 a.m. to 9 p.m. Sunday, February 17 10 a.m. to 6 p.m.
ADMISSION	\$6.00 adults; \$2.50 children aged six to 12; five and under free
SPEAKERS	◆ Larry Bollig , Fishing Hall of Fame member, explains why "Walleyes Aren't Geniuses" every day. ◆ Hunter Todd Amenrud talks about strategies to get closer to mature bucks and "Spring Tom Tactics" every day
FOR CHILDREN	Children's hands-on fishing clinics presented by pro angler Kelley Cirks from Fishing Pro-Mo's. Saturday at 11 a.m. and Sunday at noon.
SPECIAL FEATURES	◆ The Great Bear Show—New!! ◆ The Minnesota DNR's "Wall of Shame" ◆ Fishing in the Live Trout Pond
MORE INFO	Call 763-755-8111, or go to www.stcloudsportshow.com .
PRODUCER	Cenaiko Productions, Inc., Minneapolis, MN

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**2008 ST. CLOUD SPORTSMEN'S SHOW
GENERAL INFORMATION**

FOR IMMEDIATE RELEASE

ST. CLOUD SPORTSMEN'S SHOW OPENS FEBRUARY 15

The **St. Cloud Sportsmen's Show** is a sure cure for cabin fever. Now in its 20th year, the show opens Friday, February 15 and runs through Sunday, February 17 at the St. Cloud Civic Center.

There's something to please everyone at the St. Cloud Sportsmen's Show. More than 100 exhibitors feature the best new outdoor products and services on the market. Fishing and hunting pros offer advice every day in free seminars. Plus, the Sportsmen's Show presents special features that are fun for everyone in the family.

A large assortment of powerboats, fishing boats, pontoons, canoes and personal watercraft will be displayed at the Sportsmen's Show. To help outfit the boats, many exhibits feature marine accessories, motors, docks and lifts.

It's always fun to browse through the displays of gear for fishing, hunting and camping. Regional and national manufacturers and retailers show off the newest innovations in rods, reels and tackle, as well as the latest advancements in electronics.

Rounding out the Sportsmen's Show offerings, several representatives of lodges, resorts and campgrounds will be on hand to help plan next summer's fishing trip or family vacation.

New at the Sportsmen's Show is **The Great Bear Show**, the oldest and longest-running educational wild animal show in the country. According to trainer Bob Steele, bears are extremely intelligent, fast learners, and have exceptional balance. While the adult bears display their skills, Steele discusses bear behavior in the wild and in captivity. Five North American black bears will be at the show—males Jacki and Andy, young Cindi, and her two cubs, Bucky and Brock.

The Minnesota Department of Natural Resources' "**Wall of Shame**" is back. It highlights many types of illegally-obtained wild animals. Of course, The Sportsmen's Show wouldn't be complete without the ever-popular **Live Trout Pond**, where everyone gets a chance to wet a line long before the spring fishing opener.

Free daily seminars are a staple at the St. Cloud Sportsmen's Show. Fishing Hall of Fame member **Larry Bollig** explains why "Walleyes Aren't Geniuses" each day. Hunter **Todd Amenrud** discusses "Strategies to Get Your Closer to Mature Bucks" and "Spring Tom Tactics" daily, too.

On Saturday and Sunday mornings only, angling pro **Kelley Cirks**, a member of Fishing Pro-Mo's, will present special fishing workshops for kids. These fun sessions cover fish identification, water safety, and the importance of parental involvement in the sport. Sessions will be held Saturday at 11 a.m. and Sunday at noon.

The St. Cloud Sportsmen's Show will be open Friday from noon to 9 p.m.; Saturday from 10 a.m. to 9 p.m.; and Sunday from 10 a.m. to 6 p.m. Admission is \$6.00 for adults, \$2.50 for children aged six to 12, with children five and under admitted free of charge. Cenaiko Productions, Inc. of Minneapolis produces the event.

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FEATURED SPEAKERS
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LEARN FROM THE PROS
FREE SEMINARS OFFERED AT ST. CLOUD SPORTSMEN'S SHOW

Fun, free educational seminars are a staple at the St. Cloud Sportsmen's Show. The show opens Friday, February 15 at St. Cloud Civic Center, and runs through Sunday, February 17.

Outdoor pros sharing their knowledge at this year's show are:

LARRY BOLLIG: Larry Bollig is one of Minnesota's premier fishermen. He is noted for his expertise in a variety of areas, excelling in bass, walleye and muskie fishing.

This successful tournament angler brings the insights of competitive fishing and angling in strange waters to his seminars. He is also well-versed on fishing tackle and electronics. Despite his impressive fishing credentials, which include membership in the Minnesota Fishing Hall of Fame, Larry always maintains a sense of humor about his angling prowess. He's also a familiar voice to outdoor lovers as the co-host of the weekly "Bear Tracks and Fish Tales" radio show on KSTP AM 1500.

Larry will explain why "Walleyes Aren't Geniuses" during his daily seminars.

TODD AMENRUD: Todd Amenrud 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 considerable time researching, studying and learning about them. He also hunts other big game, turkey and waterfowl throughout the country and Canada.

Todd has written 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's seminars on "Strategies to Help You Get Closer to Mature Bucks" and "Spring Tom Tactics" are scheduled daily during the St. Cloud Sportsmen's Show.

KELLEY CIRKS: Cirks has been part of the fishing industry for more than 30 years. This member of Fishing Pro-Mo's concentrates on educating both adults and youth on the sport of fishing. On Saturday and Sunday mornings, Cirks will host special Kids' Fishing Clinics. The sessions, scheduled Saturday at 11 a.m. and Sunday at noon, will cover fish identification, water safety and the importance of parental involvement. All children attending will receive tackle samples and other fishing "goodies."

The St. Cloud Sportsmen's Show is the area's largest exhibition of boats, fishing, hunting and camping equipment, as well as vacation and resort information.

Doors to the St. Cloud Civic Center will be open Friday from noon to 9 p.m.; Saturday from 10 a.m. to 9 p.m.; and Sunday from 10 a.m. to 6 p.m. Admission is \$6.00 for adults and \$2.50 for children aged six to 12, with children five and under admitted free of charge. The St. Cloud Sportsmen's Show is produced by Cenaiko Productions, Inc. of Minneapolis.

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SEMINAR SCHEDULE

FRIDAY, FEBRUARY 15

- 1:30 p.m. **Todd Amenrud**—*Strategies to Help You Get Closer to Mature Bucks*
- 3:00 p.m. **Larry Bollig**—*Walleyes Aren't Geniuses*
- 5:30 p.m. **Todd Amenrud**—*Spring Tom Tactics*
- 7:00 p.m. **Larry Bollig**—*Walleyes Aren't Geniuses*

SATURDAY, FEBRUARY 16

- 11:00 a.m. **SPECIAL KIDS' FISHING CLINIC** with **Kelley Cirks**
- 2:00 p.m. **Todd Amenrud**—*Strategies to Help You Get Closer to Mature Bucks*
- 4:00 p.m. **Larry Bollig**—*Walleyes Aren't Geniuses*
- 5:30 p.m. **Todd Amenrud**—*Spring Tom Tactics*
- 7:00 p.m. **Larry Bollig**—*Walleyes Aren't Geniuses*

SUNDAY, FEBRUARY 17

- 12:00 p.m. **SPECIAL KIDS' FISHING CLINIC** with **Kelley Cirks**
- 2:00 p.m. **Todd Amenrud**—*Strategies to Help You Get Closer to Mature Bucks*
- 3:30 p.m. **Larry Bollig**—*Walleyes Aren't Geniuses*