

CONTACT: Margo Withy, 763-767-2666 or
612/718-6340 (cell)

2008 MINNESOTA SPORTSMEN'S SHOW FAST FACTS

Minnesotans love the outdoors—and they love the Minnesota Sportsmen's Show!

WHAT	THE 38TH ANNUAL MINNESOTA SPORTSMEN'S BOAT, CAMPING AND VACATION SHOW
DESCRIPTION	The Sportsmen's Show is tailor-made for outdoor lovers. Explore nearly 500 exhibits, including a wide variety of new model boats, RVs of all sizes, motors, docks, marine electronics, fishing gear, hunting and camping equipment, lodges, resorts, campgrounds and outfitters. Enjoy free seminars by fishing and hunting pros, and a great variety of special features.
WHERE/WHEN	Saint Paul RiverCentre (175 W. Kellogg Blvd., St. Paul) Wednesday, January 9 – Sunday, January 13, 2008
HOURS	Wednesday - Friday Noon to 9 p.m. Saturday 10 a.m. to 9 p.m. Sunday 10 a.m. to 6 p.m.
ADMISSION	\$9.00 adults; \$2.50 children aged six to 12; five and under free
SPEAKERS	Larry Bollig: "Walleyes Aren't Geniuses" Wednesday, Thursday Kurt Amundson: Hunting the Whitetail Rut, Wednesday, Thursday Ted Takasaki: Walleye Spinners and Rigs and Slip Bobbers for All Fish, Friday-Sunday Todd Amenrud: Mature Buck Strategies and Spring Tom Tactics, Friday-Sunday
SPECIAL FEATURES	The Great Bear Show—NEW! The Great American Duck Races return! Minnesota DNR Archery in the Schools Shooting Range Odie Sudbeck's Awesome Antler Collection The Bass Tub (50 ft. long aquarium—casting demos daily) Kids' Fishing School with Ron Schara , Saturday and Sunday only Fishing in the Live Trout Pond
SHUTTLE INFO	\$2 parking and FREE shuttles to RiverCentre from AllRight Parking, corner of E. Kellogg Blvd. and Broadway, throughout the Show.
MORE INFO	Call 763-755-8111, or go to www.stpaulsportshow.com .

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**2008 MINNESOTA SPORTSMEN'S SHOW
GENERAL INFORMATION**

FOR IMMEDIATE RELEASE

**MINNESOTA SPORTSMEN'S SHOW OPENS JANUARY 9
SHOW SEASON GETS UNDERWAY**

ST. PAUL, MN—You can count on two things when January arrives in Minnesota: It's bound to be chilly outside, and the Minnesota Sportsmen's Boat, Camping and Vacation Show hits St. Paul, kicking off the sport and boat show season.

The Sportsmen's Show is tailor-made for outdoor lovers, showcasing a perfect mix of products and services, combined with informative seminars and fun, family-friendly special features. Now in its 38th year, the show starts its five-day run at St. Paul RiverCentre on Wednesday, January 9, continuing through Sunday, January 13.

New model boats and RVs are ready for inspection and purchase. All the fun and functional new accessories for fishing, hunting, camping and boating are exhibited. Planning next summer's vacation or fishing trip is a cinch. Scores of representatives from fishing and hunting lodges, resorts, campgrounds, fly-ins and outfitters are on hand to help. In all, there are nearly 500 exhibits to explore.

Watercraft on display at the Sportsmen's Show includes powerboats, fishing boats, pontoons, and personal watercraft. There's also a large assortment of marine accessories and electronics, plus motors, docks and lifts.

The wide selection of recreational vehicles (RVs) ranges from folding camping trailers and truck campers to motor homes to fit every budget, whether modest or extravagant. Van conversions and sport utility vehicles are also included.

Respected outdoors pros offer free seminars every day. Appearing this year are Fishing Hall of Fame member **Larry Bollig** on Wednesday and Thursday, and Lindy Little Joe president **Ted Takasaki** Friday through Sunday. Hunters sharing their expertise are **Kurt Amundson**, on Wednesday and Thursday, and **Todd Amenrud**, Friday through and Sunday.

Ron Schara, journalist, author and TV personality, hosts the special "Kids' Fishing School" on Saturday and Sunday mornings.

New to 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 they display their skills, he 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.

Returning after a three year hiatus is **The Great American Duck Race** of New Mexico, along with **Odie Sudbeck's Awesome Antler Collection**. Both were great hits with Sportsmen's Show attendees for several years.

The Minnesota DNR-sponsored archery shoot, based on their "**Archery in the Schools**" program, returns for its second year. DNR-trained and certified instructors will teach archery skills to children and adults. The free feature is open continuously during

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2008 Minnesota Sportsmen's Show—General Information

the show. The **5,000-gallon Bass Tub** aquarium on wheels and fishing in the **live trout pond** round out the Sportsmen's Show special features.

The Minnesota Sportsmen's Show will be open Wednesday through Friday from noon to 9 p.m. On Saturday the show is open from 10 a.m. until 9 p.m., and on Sunday from 10 a.m. until 6 p.m. Admission is \$9.00 for adults, \$2.50 for children aged six to 12, and free for children five and under.

Sportsmen's Show attendees can park for \$2.00 at AllRight Parking located at 390 E. Kellogg Blvd., near Broadway. Free continuous shuttle service to RiverCentre will be available throughout the run of the show from that location.

The event is produced by Cenaiko Productions, Inc. of Minneapolis. For more information, call 763-755-8111 or go to www.stpaulsportshow.com.

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2008 SPORTSMEN'S SHOW SPECIAL FEATURES

The Great Bear Show

The oldest and longest-running wild animal educational show, The Great Bear Show, makes its first appearance at the Sportsmen's Show. Owner/trainer Bob Steele, a fourth generation animal trainer from Texas, started the troupe in 1977. Appearing with Steele are five North American Black Bears, including males Jacki (a true perfectionist) and Andy (not quite as versatile but his size and qualities are impressive), and inquisitive young female Cindi, along with her two cubs Bucky and Brock.

"Bears are extremely intelligent, and fast learners once you've gained their confidence," Steele says. "They also have exceptional balance." While the adult bears display their learned skills, Steele discusses bear behavior in the wild and in captivity.

Great American Duck Races of New Mexico

If your name was Robert Duck, you might consider a racing career, too.

That's what the real Robert Duck of New Mexico did several years ago. It's just that he doesn't do the racing, his ducks do. This 12-time national duck racing champion and his waterfowl have gained celebrity status. They've made the late-night television talk-show circuit, garnered attention in national publications, and now appear at fairs and shows nine months out of the year.

Duck shares information about his racers—prepared for him by the national staff of Ducks, Unlimited—while his troupe of two dozen racing mallards provide the fun. Volunteers are selected to hold, release and cheer on their favorite duck during the regularly scheduled races in the duck pond.

Minnesota DNR "Archery in the Schools" Archery Shoot

Returning for the second year is the Minnesota DNR-sponsored archery shoot, based on their "Archery in the Schools" program. Using the same equipment as in the educational program, DNR-trained and certified instructors will teach children—and adults—archery skills. The special feature, open continuously throughout the Show, is free.

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Odie Sudbeck's Awesome Antler Collection

Odie Sudbeck of Topeka, Kansas has been captivated by whitetails and their antlers since he was a child. He says he has never seen an antler he doesn't like, and has a ravenous appetite for viewing and collecting many of the biggest and most unusual ones.

More than two dozen of the world's most cherished records and unusual racks will be displayed side by side at the Sportsmen's Show. Included are world record antlers such as Goliath, the largest whitetail ever, scoring 410 5/8 NT, The Apple of My Eye (the world's widest beams), Monster Mass (The World's Most Massive Antlers), and Pop-Eye, with an antler growing from the eye socket!

The Bass Tub

The Bass Tub, a 50' long, 9' wide, 10' tall mobile aquarium, holds about 4,500 gallons of water, and approximately 50 fish.

Every day during the Sportsmen's Show, a professional angler will give casting demonstrations that provide a clear view of how lures work in the water, and that illustrate techniques used for catching various species of fish.

Live Trout Pond

One of the most treasured traditions at the Sportsmen's Show is wetting a line at the Live Trout Pond. Once you make a catch, it's yours to take home. Kids love this one, but there certainly isn't an age limit!

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**2008 MINNESOTA SPORTSMEN'S SHOW
FEATURED SPEAKERS**

FOR IMMEDIATE RELEASE

PROS SHARE FISHING AND HUNTING TIPS AT SPORTSMEN'S SHOW

ST, PAUL, MN—Angling and hunting pros will offer great tips for Minnesota's outdoor enthusiasts during the Minnesota Sportsmen's Show. Topics range from whitetail deer strategies to slip bobbers, spinners and rigs to walleye fishing techniques.

Now in its 38th year, the Sportsmen's Show runs January 9 to 13 at St. Paul's RiverCentre.

The following professionals are appearing at this year's show:

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 seminars on Wednesday and Thursday.

KURT AMUNDSON: Kurt Amundson is an avid outdoorsman and outdoor writer from Starbuck, Minnesota. His big passion is hunting whitetail deer. He spends several days in the stand each fall in pursuit of big bucks.

A realtor by trade, Kurt markets and sells hunting land. He has purchased several farms and has spent countless hours improving the land for wildlife. His outdoor columns have been featured in The Outdoors Weekly, Midwest Outdoors, Dakota Outdoors and Outdoor News.

Kurt will cover "Hunting the Whitetail Rut" and "Managing Your Hunting Property for Quality Deer" during his seminars scheduled on Wednesday and Thursday.

TED TAKASAKI: Ted is a top professional angler who has competed on both the In-Fisherman Professional Walleye Trail (PWT) and the FLW Walleye Tour. He won the prestigious PWT Classic Championship in 1998 and still holds the all time tournament record for a one day limit of 5 walleyes, which weighed an amazing 53.2 pounds! In addition, he is the President of Lindy-Little Joe tackle company, one of the nation's largest fishing tackle manufacturers. He has been featured in many national outdoor magazines and has appeared on numerous fishing television shows. Ted is considered one of America's leading walleye experts.

Ted's seminars scheduled Friday through Sunday cover "Spinners and Rigs for Walleye" and "Slip Bobbers for All Fish."

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.

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2008 Minnesota Sportsmen's Show—Featured Speakers

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.

At the Sportsmen's Show, Todd will discuss "Strategies to Help You Get Closer to Mature Bucks" and "Spring Tom Tactics." His seminars are scheduled Friday through Sunday.

RON SCHARA: Ron Schara has been sharing the great outdoor experience with his readers and viewers for nearly three decades. This Star Tribune outdoor columnist is host of television's "Minnesota Bound" and the radio series "Call of the Wild."

Schara grew up loving the outdoors in northeast Iowa's rugged bluff country. His knowledge and understanding of our natural surroundings is more than a journalist's assignment. He has combined his degrees in journalism and fish/wildlife biology into a lifelong quest to bring the outdoors to the public. His special Kids' Fishing School is fun for both children and adults. The sessions are scheduled Saturday at 11 a.m. and Sunday at noon.

The Minnesota Sportsmen's Show is one of the Upper Midwest's largest exhibitions of boats, recreational vehicles, fishing gear and camping equipment. Cendaiko Productions, Inc. of Minneapolis produces the event.

Doors to RiverCentre will be open for the Sportsmen's Show Wednesday through 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 \$9.00 for adults and \$2.50 for children aged six to 12, with children five and under admitted free of charge.

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FUN “OUTDOORSY” FACTS

- ✓ Minnesota ties with Alaska for the # 1 spot in fishing participation rates: 28%.
- ✓ Each year, Minnesota anglers spend more than \$1.8 billion on fishing-related recreation. \$50 million of that is spent on bait alone!
- ✓ Nationwide, active outdoor recreation contributes a total of \$730 billion to the economy, supporting 6.5 million jobs and generating \$88 billion in federal and state tax revenue.
- ✓ Americans spend more time hunting and fishing each year than days spent running the Federal government (737 million days vs. 486 million).
- ✓ Spending by hunters and anglers is more than the revenues of Microsoft, Google, eBay and Yahoo combined—\$76 billion vs. \$73.6 billion.
- ✓ Hunters and anglers provide more than 75% of the annual income of the 50 state conservation agencies.
- ✓ The \$2 billion hunters spend on food and drink on hunting trips is equal to what the US Army spends to feed 360,000 soldiers for a year.
- ✓ There are 158 species of fish in Minnesota. The most frequently caught species are panfish, followed by walleye and Northern pike.
- ✓ Minnesota ranks first nationally in the sales of fishing licenses per capita.
- ✓ 41% of Minnesotans boat each year.
- ✓ Minnesota’s waters flow outward in three directions: North to Hudson Bay in Canada, east to the Atlantic Ocean, and south to the Gulf of Mexico.
- ✓ There are actually 11,842 lakes in Minnesota!
- ✓ More than three times as many Minnesota residents hunt or fish each year as attend Minnesota Vikings games (1.7 million vs. 513,322).
- ✓ Sportsmen in Minnesota annually pay \$181.7 million in state sales, fuel and income taxes—this could pay 4,564 teacher’s salaries or fund the annual education expenses for 21,375 students.
- ✓ Sportsmen support more jobs in Minnesota than 3M Corporation (40,840 jobs vs. 32,200).

Sources The American Sportsman , American Sportfishing Association, Congressional Sportsmen’s Foundation, Minnesota Department of Natural Resources