

ATTENTION: NEWSROOM

PRESS RELEASE:

THE CURE FOR SPRING FEVER IS HERE!

**THE 25th ANNIVERSARY
ATLANTIC OUTDOOR SPORTS & R.V. SHOW
MARCH 13 TO MARCH 16, 2008
EXHIBITION PARK, HALIFAX**

TOYOTA CANADA & Q104 present the 25th Anniversary Atlantic Outdoor Sports & R.V. Show, the show that officially introduces Spring to Atlantic Canada! This year's show is proud to host a fantastic variety of outdoor recreational products and many **new** features! Over 100 exhibitors will be showing off their wares! **This is the largest Sports & R.V. Show in Atlantic Canada!**

The exhibits will include a wide variety trailers; all terrain vehicles; **hunting & fishing outfitters and related gear; kayaks; personal watercraft; motorcycles; outdoor sporting equipment; dog displays; various outdoor groups and associations; boats; boating equipment; 4 X 4's - everything and anything for the outdoor enthusiast!**

WE HAVE MANY NEW FEATURES TO TELL YOU ABOUT THIS YEAR!!

NEW FEATURED PRESENTATIONS:

To celebrate our "25 year" milestone
there will be a special one hour concert with **JP Cormier**
Live in the Main Arena
Saturday afternoon @ 3:00pm
Admission to the Concert is included with General Admission to the Show!

Don't Miss the Brand New...

ADVENTURES IN FASHION
A special fashion show presentation featuring Sassy Bikinis and Radical Leather!
Produced by Carol LesBirel www.trainwithcarol.com

RACE CAR SIMULATOR- FREE ATTRACTION!

Come to the show and take a free ride in the NASCAR simulator,
Compliments of Apple Auto Glass!
(located in Exhibition Hall, space # D100)

TOYOTA'S OUTDOOR TEST DRIVES

Located at the Front Entrance to the Show, visitors are invited to
Test Drive a Brand New Toyota.
Participants must register at the kiosk located inside the front entrance to the show.

ATV SAFETY TRAINING COURSE

ATVANS will be hosting an ATV Safety Training Course, live at the show on the
East side of Exhibition Hall from 9am to 5pm. To view the course in action, simply
exit the Exhibition Hall Building on the East side of the complex where indicated
and return to the show through the same door

SOMETHING FOR ALL AGES!

The top racing party game is returning! Bounce Kingdom
is back with their pay to play MICRO RACE TRACK
featuring a New Video Display on a 42" Screen.
Enter the King of the Road Competition for your chance to play for free!
PLUS...

They are also bringing MONSTER WHEELS
A large 4 Wheel Drive inflatable bouncer
for junior racers aged preschool to 12years.

ALL FOUR DAYS OF THE SHOW!
(located in Exhibition Hall, space #D99)

GLOOSCAP HOTDOGS

The Glooscap Hotdogs are Back!

The fantastic presentation brought to you from the members of the Glooscap
Kennel Club, these dogs and their trainers will be showing off the dog's agility
skills....they may even have a little surprise in store for us, so be sure to check out
their show, daily in the Main Arena!

PLUS....

The world famous **SCOTT'S TIMBER SHOWS** are back
to entertain us with their lumberjack skills! An annual, much loved favorite, the
Scott's are world champion log rollers who are Nova Scotian homegrown!

DELTA WATERFOWL'S
DUCK & GOOSE CALLING CONTEST

We are ready for another round of Duck & Goose Calling Competitions. Last year, this
event was a great success and this year it looks like it has grown again! Some of the most
highly skilled individuals in the Maritimes will be competing to win some great prizes!

HAVE YOUR ANTLERS SCORED

at the **Big Game Society of NS** booth in Exhibition Hall, spaces # D71-D74. Simply bring along your deer or moose head & racks to the booth for scoring and/or display for the weekend. **The person with the rack will enter the show for FREE!**

PROPELLOR BEER SAMPLES

Visit the Propeller Brewing Company booth in Exhibition Hall,
#D29 & 30 for your FREE Sample!

SCREECH SAMPLING

The Town of Grand Falls & Windsor will be giving FREE samples of Newfoundland Screech on Saturday afternoon at the show, while supplies last!

FANTASTIC DOOR PRIZES TO BE WON! Visit the **Q104 PRIZE POUND** and fill out a ballot at the prize-winning booth, located in the Goodwood Room. **Up for grabs this year are thousands of dollars in prizes!**

- **Yamaha Generator from Toyota Canada (valued at \$1699.00)**
- **A Vermont Casting, Stainless Steel BBQ from Total Gas & The Fireplace (valued at \$2000.00)**
- **Two Night Getaway for Two compliments of White Point Beach Resort (valued at \$500.00)**
- **Kasko, B'Oreal designed Kayak compliments of Old Creel Canoe & Kayak (valued at \$1379.00)**
- **Wildlife Carving compliments of the N.S. Wildlife Carvers & Artists Assoc. (valued at \$350.00)**
- **Three Day/ Two Night Goose Hunting Trip for One: including guides; meals & lodging compliments of Hunter's Chance (Travel & License not included.) (valued at \$800.00)**
- **Half Day, Guided Sea Kayaking Tour for up to 30 People from East Coast Outfitters (valued at \$1700.00)**
- **Two Separate Packages with a Fantastic Assortment of Lures compliments of Breakwater Outfitters & Hammerhead Lures (Valued at \$500.00 each)**

Some of it could be yours! ! All prizes are being given away on behalf of TOYOTA CANADA; Q104 AND THE SPORTS & R.V. SHOW. The winners for these prizes will be drawn on Sunday afternoon, live at 3:00pm in the Main Arena.

Visitors to the show will also be able to participate in some of the special event booths such as the **Scotian Bowmen Archery Range**. You might just like to view the magnificent carvings of the **Wildlife Carvers**, or participate in the **Big Game Society of Nova Scotia's Antler Contest** - simply bring in your antlers to the show for measuring and have a chance to win a prize!

KAYAK DEMOS

Watch kayak demos presented by members from The Trail Shop and East Coast Outfitters for tips on kayaking for this coming spring!

ENJOY SOME GOOD OL' FASHIONED MARITIME MUSIC WITH FIDDLES & FEET!

Meet a group of young musicians and dancers from Central Nova Scotia. "Fiddles & Feet" consists of four young girls ranging in age from 14 to 21. Under the direction of Gordon Tucker, Fiddle and accompanied by Rob Putnam, guitar, they have been making music together for almost 5 years. In their repertoire you will find Cape Breton style tunes; Downeast style tunes; swing and Western swing; even a few blues.

INFORMATIVE SEMINARS!!

There will be a new line up of interesting seminars that will be held in the Exhibition Hall, Space #D59 throughout the four days of the show. The wide variety of seminars will cover such topics as:

- **DUCK & GOOSE CALLING SEMINAR** presented by the **Buck Gardner Pro Staff Team**. Learn how to call for ducks and geese; as well as the opportunity to tune your own calls.
- **FLY TYING SEMINARS** presented by **Nelson Rogers**, owner of **Nelson Rogers Fly Tying Shop in Truro**. Nelson will be doing various seminars throughout the weekend on **How to Tie Tandem; Classical and Spun Deer Hair Flies**.
- **COOKING WITH WILD GAME** presented by **Chef Aldo**. Chef Aldo will be hosting four one hour cooking seminars on how to prepare and cook various types of wild game.
- **INTRODUCTION TO WILD TURKEY HUNTING** presented by **Bob Ferguson and Ken Ferguson** from the **National Wild Turkey Federation**. Wild Turkey hunting is growing in popularity and although there are no wild turkeys yet in Nova Scotia, many hunters are travelling to Ontario and

some of the United States to hunt for wild turkey. This interesting presentation will definitely help prepare you for your
First Wild Turkey Hunt.

All of these seminars are free of charge, so do plan to attend!
Check out the schedule on-line at www.sportsandrshow.com

ALSO NEW- A CASTING POOL!!

Another new feature to this year's show is our Casting Pool, hosted by Dennis & Verlie Grant from the Atlantic Fly Fishing School. Demo a new fishing rod at the pool, located in Exhibition Hall in the Main Centre Aisle.

INTERESTED IN LEARNING HOW TO FLY CAST?

Join Pros Dennis & Verlie Grant from the Atlantic Fly Fishing School as they will be giving **FLY CASTING Demonstrations** at the show, throughout all four days in the Main Arena. Check the entertainment schedule for times.

**TROUT NOVA SCOTIA'S WILL HOST THEIR
 ANNUAL GENERAL MEETING
 FRIDAY, MARCH 14
 6:00PM TO 8:30PM**

PROSPECT ROOM, ATLANTIC OUTDOOR SPORTS & R.V. SHOW

This year's meeting is open to all who wish to attend. If you are interested in the welfare of trout and enjoy to trout fish, drop by and listen to the variety of interesting speakers that will be giving various presentations throughout the afternoon.

Visit www.sportsandrshow.com to view their agenda for this year.

PLEASURE CRAFT OPERATORS LISCENSE

Take your boating test at the show for your Pleasure Craft Operator's Card with the Canadian Power & Sail Squadron, Alderney Squadron who can be found in Exhibition Hall, space #D31.

Come and browse over some of the finest wildlife art pieces available in the Atlantic Provinces, presented by the Nova Scotia Wildlife Carvers & Artists Association (Display in Building C).

FLY TYING DEMONSTRATIONS

Can be seen in a number of booths throughout the show.
 Visit the booths of the Atlantic Fly Fishing School and Streamline Rods.

AMPLE FREE PARKING!

ADMISSION:

ADULTS	\$ 8.00
CHILDREN (5yrs. TO 15yrs)	\$ 5.00
CHILDREN UNDER 5	FREE
SENIORS (65+)	\$ 5.00

******SPECIAL FAMILY RATE !!! ******

***Maximum two adults accompanied by minimum of two or more children.
ONLY \$ 25.00**

**** Admission prices include the H.S.T. ****

THE PLACE:

**EXHIBITION PARK BUILDINGS, 200 PROSPECT ROAD,
HWY 333, HALIFAX
(HOME OF THE ATLANTIC OUTDOOR SPORTS & R.V. SHOW)**

THE TIME: MARCH 13 TO MARCH 16, 2008

Please note NEW SHOW HOURS :

Thursday 5:00 p.m. to 9:30 p.m.

Friday 10:00 a.m. to 9:30 p.m.

Saturday 9:00 a.m. to 8:00 p.m.

Sunday 9:00 a.m. to 5:00 p.m.

**FOR ENTERTAINMENT & SEMINAR SCHEDULES AND
MORE INFORMATION ON OUR SPECIAL FEATURES
VISIT**

WWW.SPORTSANDRVSHOW.COM