



PRESS RELEASE For immediate release

The Montreal Boat and Water Sports Show - because on water... life is beautiful!



Montreal, February 9th, 2012 – Forgotten what summer feels like? Head to the Montreal Boat and Water Sports Show. The Quebec Marine Association (QMA) is proud to present this grand event at Place Bonaventure from February 9th to 12th. Whether you love boating, fishing, extreme water sports such as wakeboarding or simply enjoy nature, the Show will inspire you with a sea of innovations as well as the awaited return of large luxury yachts.

The Montreal Boat and Water Sports Show is getting bigger with 10% more booths and displays than in previous years. It is the largest show of its kind in Quebec with more than 400 boats, nearly 200 exhibitors and an average of 30 000 visitors. It is a unique place to discover exciting water sports like kayaking, scuba diving and wakeboarding. It's also the place to obtain new marine maps and to get all the information you need about boating - like how to buy a boat, financing it, insurances, registrations and security equipment.

Unique destinations for the summer holidays

The Boat and the Water Sports Show is also a great place to plan your next summer holiday in Quebec. Come discover the water trail of the St. Lawrence River, various marine routes, the charm of our historical canals and 8 unique destinations accredited by the Quebec Nautical Station program.

Fun family activities

Parents who want to put some sun in their kids' weekend will be able to do so at a large pond filled with electric boats and at the Parks Canada zone. The Show will also be animated by Bobby, a talking boat from the Canadian Coast Guard, who promotes nautical safety to children.

An ocean of innovations

Innovative products are always a big attraction at the Boat and Water Sports Show. Here are a few examples: It is now possible to purchase a sport boat with electric propulsion. Last year, the Quebec company LTS revealed a prototype of an electric motor installed in LTS's propulsion

system on a Correct Craft boat. The result was a ski-boat which can maintain speeds 80 km/h for a long period of time and for only a few pennies! It goes without saying that this Quebec innovation was a hit with those interested in environmental boating. A new model of the Seadoo Scooter with an Ion-Lithium battery will be available. Thrill-seekers will now be able to surf without waves with the very new PowerSki JetBoard. This motorized surf board combines water skiing, wakeboarding and surfing. It can go 65 km/h and still turn easily. Finally, the new retro-style boats by Bruce are currently making a splash.

Great conferences for every taste

A dozen lecturers will speak on a variety of subjects such as real-life adventures at sea in remote regions; Aquart - an art gallery under water; scuba diving in the gorgeous lake St-François; and the marine park of the Saguenay-Lac-St-Jean. Not to miss: Guillaume Paré, Canadian water skiing and wakeboard champion, Georges Leblanc, offshore racing sailor and skipper and Patrick Campeau, sports fishing champion.

A fashion show that is not afraid to get wet

Every year, Mrs Rollande St-Amand, well-known in the world of sports fashion, produces a spectacular fashion show. You will have the opportunity to see the hot fashions for the up-coming summer as well as what's new in accessories for wakeboarding, water skiing and surfing.

Contests not to be missed

The visitors will be able to take part in many contests and have the chance to win various prizes including: a dream cruise in the British Virgin Islands (value of 6.000 \$); a fishing trip at the breathtaking Mabec Outfitter (value of 5.900 \$); and a Sea Escape inflatable boat donated by the Marina Les Berges (a value of 1000 \$). The Quebec Marine Association will also host a wheel of fortune with over a thousand smaller prizes.

Visit www.salondubateau.com for more information.

About Quebec Marine Association (QMA)

Founded in 1996, the QMA represents both the pleasure boating industry and individual boaters. It offers services to meet the specific needs of each of these segments. The QMA focuses on the advancement of pleasure boating and water sports, the development of a marina network infrastructure, boating, tourism, environmental protection and boating safety programs. The revenues generated by the Montreal Boat and Water Sports Show are used to fund projects such as marina classification programs and eco-marinas, Quebec's nautical station program, and the national and regional Discover Boating program.

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