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## BIRMINGHAM SPORT AND BOAT SHOW, INC.

### *46<sup>th</sup> Annual Birmingham Boat Show – A Family Affair*

Thursday January 19<sup>th</sup> thru Sunday January 22<sup>nd</sup>, 2017

Birmingham-Jefferson Convention Complex [2100 RICHARD ARRINGTON BLVD.  
NORTH BIRMINGHAM, AL 35203](#)

*January 7, 2017* **Birmingham, Alabama – For Immediate Release**

Alabama's largest Marine Expo, The Birmingham Boat Show launches its' 46<sup>th</sup> consecutive run at the Birmingham-Jefferson Convention Complex, January 19<sup>th</sup> thru January 22<sup>nd</sup>, 2017. For the very latest information on this exceptional event, please visit [www.BirminghamBoatShow.com](http://www.BirminghamBoatShow.com)

State-of-the-Art innovations in the Boating world, presented by over 20 boat dealers from around the State of Alabama, will be on display for 4 days only! It all begins with the early opening matinee beginning at 12:00 noon on Thursday, January 19<sup>th</sup>. Patrons can visit the show's website [www.BirminghamBoatShow.com](http://www.BirminghamBoatShow.com) and print a 2 for 1 ticket special offer valid opening day only.

According to a recent story by Kelly Poe of AL.com, "Alabama had the 10th highest sales of boats in the country in 2015, according to new data from the National Marine Manufacturers Association. Alabama sold \$512.3 million worth of new powerboats, engines, trailers and accessories in 2015, according to the most recent NMMA data available. That's up 11.9 percent from 2014. Alabama had the 10th highest sales of boats in the country in 2015. All of the top 10 states were either coastal states or bordered the Great Lakes."

"Alabama, being a coastal state, has always been a big state. I don't know that it's always been top 10, but it's always been close," NMMA President Thom Dammrich said. "One of the hottest segments in the industry is saltwater fishing boats, as is bass fishing."

"I think [the growth] is telling primarily a story of recovery, but if you're looking at the latest data, we're seeing sales begin to accelerate, and we're expecting it to continue to accelerate in '17 and '18," Dammrich said. "We are recovered now, so we're seeing growing interest and growing participation that's leading to growing sales."

The show's annual message for the past several years has been that families who boat, fish and participate in outdoor activities, gain a unique ability to bond together as a close family unit. Keeping children involved in the great outdoors creates the positive foundation on which they are able to learn and become productive adults. The Birmingham Boat Show is the perfect starting place to gain the necessary knowledge for both the beginning outdoor enthusiast, as well as the seasoned professional.

**MORE**

Visitors to the Boat Show can again register for the Grand Prize Give-a-Way, sponsored by Big #1 Yamaha. A 2017 Wave runner and Trailer will be given away on Sunday, January 22<sup>nd</sup>. Lucky's Bait and Tackle kicks off opening day with one free fishing lure to the first 500 people attending the Boat Show. The first 1000 hungry visitors on Saturday, January 21<sup>st</sup> will receive a coupon for a free Hot-Dog from the Boat Show Concessions, presented by America's First Federal Credit Union. Sylacauga Marine, along with Tracker Boats, will be handing out one free fishing cap to the first 1000 patrons to the Boat Show on Saturday, January 21<sup>st</sup>.

The Birmingham Boat Show includes both local boat dealers as well as dealers from across the entire great state of Alabama. Dubbed by the nation's major engine and boat manufacturers as a Tier One Show, the Birmingham Boat Show is the perfect bowl game for outdoor enthusiasts. This year's Birmingham Boat Show will present over 20 boat dealers from throughout the state. Complete boat dealer & show information can be found at [www.BirminghamBoatShow.Com](http://www.BirminghamBoatShow.Com)

In addition to the numerous displays of Boats and Boating accessories, visitors can look forward to the free informative seminars, free give-a-ways and other entertainment after Mom and Dad buy their tickets. Remember, children 12 years and under are admitted free with a paid adult.

The famed Rainbow Trout Pond returns to continue thrilling generations of families. The happiness of watching your child catch their first fighting rainbow trout is priceless. Many parents experienced the same rush as a child at the Birmingham Boat Show, and are now reliving that thrill with their own children. Catching a fighting Rainbow Trout straight from the icy waters of Ava, Missouri, at the Birmingham Boat Show is truly one of those moments in life to be treasured.

Another crowd-pleaser for the family is the 17<sup>th</sup> Annual Kid's Fishing Show that will be held on Saturday, January 21<sup>st</sup>, on the seminar stage. Each year since its inception, the famous Kid's Fishing Show has been hosted by long-time radio/TV personality Reed Montgomery. Basic fishing techniques, proper fishing etiquette, water safety and other important aspects of fishing 101 will be taught. An added bonus will be prizes donated by retailers and manufacturers that will be given away to the children throughout the presentation.

This year's featured Tackle Retail Dealer is Lucky's Bait and Tackle of Cropwell, Alabama. Lucky's will be showing the very latest in fishing tackle innovations with help from manufacturer representatives from throughout the area.

The United States Coast Guard Auxiliary, along with the Vulcan Power Squadron and the Alabama Marine Police will be on hand providing information on boating safety and educational procedures regarding laws on many local lakes and rivers.

Returning again to the Boat Show this year is a display by the Outboard Drag Boat Association. Fans can view the actual boats used in the high speed outboard racing completions across Alabama.

Rounding out this wholesome family adventure is the famous Oklahoma Bass Tub. Visitors can take a seat and watch live bass fishing demonstrations from atop a 10 thousand gallon bass tank.

The 46<sup>th</sup> Annual Birmingham Boat Show, January 19<sup>th</sup> thru January 22<sup>nd</sup> 2017 at the Birmingham-Jefferson Convention Center Complex. Make your plans now to attend Alabama's Largest Marine Expo. Please visit [www.BirminghamBoatShow.Com](http://www.BirminghamBoatShow.Com) for further details.