

2-Time World Champ Coming to Birmingham Boat Show

Jimmy LaRiche, Two-time World Junior Wakeboard Champion will be attending the Birmingham Boat Show on January 20th, 21st, and 22nd. Jimmy burst on the scene 8 years ago, slashing through the competition to dominate the Junior Worlds. Surprisingly, Jimmy started in wake at the cable parks, then transferred that energy to the open water behind Nautique. Also, Hyperlite will be launching Jimmy LaRiche's two new boards at the show, the "Franchise" for open water and the "Jam" for cable parks.

Born and raised in Florida, Jimmy epitomizes the laid back, keep it FUN lifestyle of the sunshine state. Although there is really never an off season there, Jimmy also loves traveling and snowboarding, but a great day always starts walking towards the boat with a board under his arm.

Come by and get to know Jimmy at **Russell Marine's booth 114**, where Jimmy will be signing autographs and sharing stories Friday 5:00 to 9:00, Saturday 11:00 to 3:00 and 5:00 to 9:00, and Sunday 12:00 to 3:00. For more information email sgoslin@russellands.com or visit us at www.russellmarine.net