

## Media Advisory

### **NEW BERKLEY TANK ADDED TO CLEVELAND SHOW**

It will be five thousand gallons of fishing action when the new Berkley Tank gets its first public exposure in the Fish NOW Expo segment of the 2018 Progressive Mid-America Boat Show in Cleveland.

The glass-sided Berkley Tank is really a giant aquarium on wheels. But it offers much more than just watching a bunch of bass cruising around. It's uniquely presents both an entertainment and educational opportunity for experienced and newbie fishermen.

Multiple times each day, tournament winning anglers will climb atop the tank to both educate and entertain audiences. It answers the age-old question of how the fish actually take the bait. That's because audiences actually see how the fish react to different baits and techniques.

Each seminar demonstrates the right and wrong ways to present and retrieve the baits. Specific topics include: flipping and pitching demos; top water fishing technics; spinnerbait presentations; shallow water crankbait fishing; fishing form a dock; and other basics.

"The addition of the Berkley Tank is one of several new features being incorporated into our first-ever 'Fish NOW Expo' as a major part of our boat show," explained Bryan Ralston, show manager. "And, we have top talent that will conduct the seminars led by angling veterans Jay Gillsillan and Jim Vitaro."

Gillsillan is a well-known Ohio angler and nine-year major bass tournament pro. You might not expect to find this rough and tumble former bull rider now teaching successful fishing techniques but his style atop the Berkley Tank is both entertaining and knowledgeable. He will appear multiple times daily.

Vitaro, a sought-after bass pro and speaker, will join the team for a special one-day appearance on Sunday (Jan. 21). A Wooster, Ohio, native, Vitaro has fished a myriad of bass tournaments from the Costa National Championships to the BFL's All American.

In addition to all the fishing features, the boat show will boast a fleet of more than 400 power and sailboats when it anchors in Cleveland's I-X Center for four big days, January 18-21. More than 40,000 visitors annually attend Ohio's oldest and largest boating exposition, which now includes the new Fish NOW Expo.

Show up-dates can be found at: [www.clevelandboatshow.com](http://www.clevelandboatshow.com)

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