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**THE LARGEST BOAT SHOW IN THE MIDWEST SETS SAIL
AT THE I-X CENTER IN CLEVELAND JANUARY 18-21**

CLEVELAND (December 8, 2017) – The 61st annual 2018 Progressive Insurance Mid-America Boat Show returns to Cleveland Thursday, January 18 through Sunday, January 21. During these four days, the I-X Center will be filled with more than 400 boats of all shapes and sizes, from all the major manufacturers! Bigger and better each year, this value-driven experience will showcase hundreds of the latest pontoon boats, cabin cruisers, ski boats, fishing boats and sailboats, the newest gear and tackle and more. Stop by to see the latest the boating industry has to offer. Whether you like fishing, sailing, cruising, skiing, wakeboarding, or just want to pick up parts and accessories to enhance a boat you already own, the show will have something for everyone!

New this year will be the addition of the newly created “Fish NOW Expo.” This added feature will increase the boat show’s focus on fishing. Attendees will have the opportunity to experience several popular fishing events, from the popular Hawg Trough and to the 5,000-gallon Berkley Tank, for the very first time at the show. Seminars and demonstrations will be provided by several tournament-winning anglers to both educate and entertain audiences on how fish react to different baits. Other new items this year include the “Boating Experience” Pavilion and the Cleveland Metroparks interactive exhibit celebrating 100 years.

Representatives from marine manufacturers and area dealerships, as well as top Great Lakes fishing experts and product vendors, will be at the show to answer questions and provide information on the latest watercraft, accessories and angling. Adding to the excitement surrounding the show will be the chance to learn to scuba dive at the DEMA Dive Pool. Enter the fresh water tank and learn from trained professionals right at the show. Other exciting features include the daily fishing and boating seminars, Pirate Island with appearances by Capt’n Willie “The Great Lakes Pirate,” daily show giveaways and more.

The Progressive Insurance Mid-America Boat Show will be open to the public Thursday, January 18 through Sunday, January 21, at the I-X Center, which is located at One I-X Center Drive in Cleveland. Event hours are Thursday and Friday, from 12 p.m. to 9 p.m., Saturday, from 11 a.m. to 9 p.m. and Sunday, from 11 a.m. to 6 p.m. Admission is \$14 for adults (13 and older) and \$12 for seniors age 60 and older. Children 12 and younger are admitted free, when accompanied by a paying adult. For more information or to purchase advance tickets, visit www.ClevelandBoatShow.com or follow us on Facebook at www.facebook.com/ClevelandBoatShow, @CLEBoatShow on Twitter and use the hashtag: #ClevelandBoatShow.

The Mid-America Boat Show is sponsored by Progressive Insurance and produced by the Lake Erie Marine Trades Association.

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