

Media Advisory

DAN ARMITAGE ADDED TO “FISH NOW EXPO” LINEUP

Dan Armitage’s popular “Kids Fishing 411” Seminar is the latest addition to the special Fish NOW Expo section in this year’s Progressive Mid-America Boat Show in Cleveland’s I-X Center.

Armitage may be Ohio’s best-known outdoor expert and broadcaster with his long-standing syndicated radio program, “Buckeye Sportsman with Dan Armitage,” presented by Cabela’s every Saturday on 24 Ohio radio stations (www.buckeyesportsman.net). Now in its 20th season on the air, it’s the longest-running outdoor radio show in the state.

Aside from broadcasting, Armitage is also a prolific outdoor writer and true expert on Ohio fishing and hunting. He spends much of the winter season traveling the country to conduct programs on fishing and boating subjects at venues like the boat show.

Among his true passions is sharing fishing with kids. Accordingly, at the Fish NOW Expo he’ll climb atop the giant Berkley Tank aquarium and present his “Kids Fishing 411” program. In his dramatic and entertaining style using the live fish inside the aquarium, Armitage will show how the baits should be presented and the kids will see how the fish react. There, he’ll also teach the basics of fishing, demonstrating the use of simple tackle, lures, baits and much more.

Back on the ground, Armitage shows kids hands-on how to rig and use a simple cane pole, allows the kids to handle live bait like worms and minnows, and keeps their attention by flashing the World’s Largest Bobber and the World’s Biggest Fishing Hook! He ends each show by taking a child up on the tank, demonstrates how to select and properly fit a personal floatation device, and catch and release a largemouth bass in the glass-sided aquarium.

In addition to his radio show, articles by Armitage appear in numerous outdoor magazines, including *Outdoor Life*, *In-Fisherman*, *Field & Stream*, *Ohio Game & Fish*, *Ohio’s Country Journal* and AAA’s *Home & Away* magazines, among others.

Armitage is one of several featured speakers slated to make fishing presentations during this year’s Mid-America Boat Show. His “Kids Fishing 411” Seminars will be presented on two days, Thursday, (January 18) and Sunday, (January 21). For specific times Armitage will be appearing, see the latest listing and show schedules at www.clevelandboatshow.com and click on “FishNOWExpo.”

The boat show will also feature more than 400 new power and sailboats ranging from kayaks to motor yachts, as well as over 100 equipment and accessory displays. It is Ohio’s largest boat show and will run for 4 days, January 18-21.

#####