

For Immediate Release

## **Extra Day Added to Mid-America Boat Show**

The thousands of boaters that attend the annual Progressive Mid-America Boat Show each year will get an extra day to gawk at more than 400 power and sailboats. The show has announced it will run five days, instead of the four-day run last year, in Cleveland's I-X Center, January 17 – 21, 2019

“More days to have more fun,” is the way show manager Bryan Ralston describes it. Time isn't the only thing added this year. More entertainment and hands-on events are being added to make attending an even more enjoyable experience.

Headlining the entertainment list will be the return to Cleveland of Twiggy, the Water Skiing Squirrel. For many years the Twiggy show entertained thousands of young and old at the boat show. This year, she is coming out of retirement with an all-new comedy show to mark the 40<sup>th</sup> anniversary since her first boat show appearance.

More fun will also be found all around the show. A random sampling includes: the challenge at the Progressive Insurance Boat Racing Simulators; the hands-on exhibits of Cleveland Metroparks; kid's fishing activities and an expanded Fish Now Expo area featuring a giant 5000-gallon aquarium; multiple hands-on displays for kids; daily seminars ranging from cruising ideas to fishing techniques; and much more.

The Mid-America show is the oldest and largest boating exposition in Ohio. The exhibits span the boating spectrum, from kayaks and canoes to triple-engine center consoles and sleek motor yachts. Indeed, new boat designs from major boat builders keep coming out faster than ever, all boasting the latest in electronics, power and amenities that make the boating lifestyle so appealing to over a half-million Ohio boat-owning families every summer.

“Today's world has become one of digital communication,” contends Ralston. “We've replaced real face-to-face exchanges with texting. But that doesn't happen on a boat. Cell phones and iPads are stowed and replaced with good conversation whether it's about fishing or tubing or beaching or just peacefully floating in the middle of an Ohio lake. It's really what family boating is all about and we try hard to make it possible for families to see that while they're in our boat show,” he adds.

The 2019 Show Hours are: Thursday – Friday (Jan. 17-18) 12 Noon to 9PM; Saturday (Jan. 19) 11AM to 9PM; Sunday (Jan. 20) 11AM to 6PM. Monday, special Martin Luther King Day, (Jan. 21) 11AM to 5 PM.

For more information, go to: [www.clevelandboatshow.com](http://www.clevelandboatshow.com)

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