



FOR IMMEDIATE RELEASE

**THE TORONTO SPORTSMEN'S SHOW REELS IN OUTDOOR
ENTHUSIASTS**
Announces 2011 Dates at the Metro Toronto Convention Centre

TORONTO – January 27, 2011 – For 64 years, the arrival of the Toronto Sportsmen's Show (TSS) -- the largest outdoors, fishing and boating show in Canada, -- has meant spring is just around the corner – and that Canadians can take a sneak peak at the latest and greatest of “everything outdoors”.

On March 16-20, 2011 more than 450 exhibitors will gather at the Metro Toronto Convention Centre (MTCC) to showcase new products, outdoor adventure and travel in an action packed, entertainment filled setting.

For complete show information visit <http://www.torontosportshow.ca>

What: The 2011 Toronto Sportsmen's Show

When: Wednesday, March 16, 10:00 a.m. – 8:00 p.m.
Thursday, March 17, 10:00 a.m. – 8:00 p.m.
Friday, March 18, 10:00 a.m. – 8:00 p.m.
Saturday, March 19, 10:00 a.m. – 8:00 p.m.
Sunday, March 20, 10:00 a.m. – 6:00 p.m.

Where: Metro Toronto Convention Centre
255 Front Street West, Toronto, Ontario

Details: Adults: \$19.00
Juniors: \$ 13.00
Seniors: \$ 13.00
Children: Free when accompanied by an adult (under six years)
Family pass: \$45.00 (two adults & two juniors)

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For more information:
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For media registration and to receive show updates please contact:
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About CNSS

As a non-profit corporation, Canadian National Sportsmen's Shows is committed to conserving Canada's outdoors and instilling Canadian youth with an appreciation for nature and outdoor activity. CNSS uses the proceeds from these shows to support and promote outdoor campaigns and programs in Canada. Since the first show in 1948, more than \$31,000,000 has been donated.