



For Immediate Release

THAW OUT IN TIME FOR SPRING AT THE 64th TORONTO SPORTSMEN'S SHOW!

***Boat loads of fun and entertainment for outdoor enthusiasts and families
alike March 16-20***

TORONTO – March 3, 2011 – Outdoor sportsmen will be out in full force at the Metro Toronto Convention Centre (MTCC) to celebrate the great outdoors at the 64th annual Toronto Sportsmen's Show. From March 16 to 20, consumers can experience the latest in “everything outdoors” including new equipment and gadgets, expert seminars, travel and the largest selection of new boats in North America.

“We’re excited to kick-off another spring season with more than 450 exhibitors displaying absolutely everything to do with the great outdoors,” says show manager Mitch Ostaphuk. “Whether you are an avid fisherman, a casual hiker, or simply a dog lover, the selection of entertainment and exhibits truly offers something for everyone.”

Dog features have been a show highlight and crowd favourite for more than 60 years. This year visitors can take in the *Purina Pro Plan All Star Dog Show* and the electrifying *Gold Whistle Retriever Trials*, where the bond between handler and dog is put to the ultimate test in this exciting hunting simulation. The *Big Air Dog Show* is a guaranteed good time, where man’s best friend shows off leaping and retrieval skills with the top dogs in the competition traveling more than five metres through the air. The soaring jumps and huge splashes are sure to get the crowds going! Visitors can also marvel at the *Dogs with Jobs* demonstrations, including police, search and rescue, and guide and assistance dogs.

The Toronto Sportsmen’s Show will feature exciting highlights, including an appearance by Bob Izumi, host of Canada's longest running fishing show, “Real Fishing”. Bob will entertain fans as he teaches them the tricks of the trade to reel in that ultimate catch. For those who would rather fish for prizes, visitors can still cast their rods at the Toronto Sun Casting Pond for a chance to win a share of \$75,000 in cash and prizes.

Want to unleash your wild side? The Ontario Federation of Anglers and Hunters is hosting the wild turkey seminar, a program that includes information about the natural history of wild turkeys, hunting safety and ethics. After learning the art of the turkey call, visitors can get wild over the fascinating birds of prey exhibit. Some of North America's endangered species such as the Peregrine Falcon, Eastern North American Barn Owls and Bald Eagles will be on hand to get up close and personal.

The Toronto Sportsmen’s Show runs from March 16 to 20, 2011 at the Metro Toronto Convention Centre. For complete show information visit: <http://www.torontosportshow.ca>



What: The **2011** Toronto Sportsmen's Show

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

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

Cost: Adults \$19.00
Seniors \$13.00
Juniors \$13.00 (Ages 10 to 15)
Children FREE when accompanied by an adult (under six years)
Family Pass: \$45.00 (two adults and two juniors)

About CNSS

CNSS is a non-profit corporation and the largest producer of boat, fishing, sportsmen's, ski, outdoor and motorcycle shows in Canada. Through its family of shows, the corporation raises funds to ensure that generations of young Canadians can benefit from Canada's outdoors. Since the first show held in 1948, \$31 million has been committed to these causes.

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