



For additional information contact:
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General Release:

ESCAPE THE WINTER AND HEAD TO THE DALLAS INTERNATIONAL BOAT SHOW, FEBRUARY 5 – 14, 2010 AT DALLAS MARKET HALL

The Dallas International Boat Show, February 5 – 14, 2010 at Dallas Market Hall is the best place to discover boating, Texas Style! Escape the winter blues and dream about summertime and being on the water while exploring more than 400,000 square feet of exhibit space filled with everything from luxury yachts, the finest sailboats and power boats to water toys including wake boards and personal watercraft. In 2009, more than 70 million Americans were boaters and The Dallas International Boat Show has something for all of them!

Because Texas has more square miles of inland water than any other state, most Texans find themselves within driving distance of any of the state's great boating lakes or numerous rivers. At the show, find a wide variety of different types of boats, brands and models to fit every lifestyle, body of water and imaginable activity. Exhibitors also offer a great selection of safety equipment, after market accessories and water toys that add to the fun.

The show also focuses on great boating options that work with anyone's budget. Visit the Discover Boating area to find complete boating options for \$250 a month or less! When it comes to enjoyable ways to spend your leisure time, boating is far more affordable than many people realize. The average cost of a five night theme park vacation for a family of four is \$5,765, roughly \$473 a month for a five night vacation. For only \$250 a month that same family of four can create its own adventure or enjoy a leisurely escape all summer long. Life is definitely better with a boat, especially in Texas!

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DALLAS INTERNATIONAL BOAT SHOW 2010 GENERAL

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Not only will guests find everything boating at the 2010 Dallas International Boat Show, but they will also discover great boat show features for the whole family!

Show features and highlights:

- Try the latest in scuba diving equipment right from the show in the **"Be A Diver" Pool**, the largest international mobile scuba diving pool. The 20-foot by 30-foot, 15,000 gallon tank is complete with a setup that includes dressing rooms, towels, all the newest diving equipment including wetsuits, fins and more.
- **The Twin Peaks Restaurant Lost Cove Bar** serves the right atmosphere, food and beverages for a little "R&R" boat show style.
- **Discover Boating Texas** with boats priced at \$250 per month including boat, motor, trailer, dealer prep, freight, tax, title, canvas cover and safety equipment!
- Come aboard **The Party Barge** for fun and great live music some of the hottest up and coming bands.
- **DB's Bait Shop** features great fishing seminars from top pros and guides.
- The **Live Action Theater** hosts exciting wakeboard and extreme outdoors film presentations and experts on topics from wakeboarding to extreme outdoor adventures.
- The **Yellow Jacket Project** features a stunning array of nostalgic wooden boats including an unveiling of a recently refurbished vessel.
- At the **Kids Cove powered by Radio Disney**, children will have fun with super games planned by The Radio Disney AM 620 Road Crew. The Kids Cove also features Gameworks "Sonic the Hedgehog" and VELOCITY TOUR dance troupe.
- A **Fashion Show** featuring the latest in swim, ski and outdoor wear.
- **Plus Much More!**

SHOW DATES:

February 5-14, 2010

Fridays, Feb. 5 & 12: 3:00 p.m. – 8:00 p.m.

Saturdays, Feb. 6 & 13: 10:00 a.m. – 8:00 p.m.

Sundays, Feb. 7 & 14: 10:00 a.m. – 6:00 p.m.

Monday and Tuesday, Feb. 8 & 9: closed

Wednesday, Feb. 10, Dock Party: 6:00 p.m. – 10:00 p.m.

Thursday, Feb. 11: 3:00 pm – 8:00 pm

SHOW

ADMISSION:

Adults: \$10.00

Children 2 to 13: \$4.00

Infants: Free

Discount coupons available at www.dallasboatshow.net.

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**DALLAS INTERNATIONAL BOAT SHOW 2010 GENERAL
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WHERE: **Dallas Market Hall**
2200 Stemmons Freeway
Dallas, TX 75207

MORE: For more information about this and other shows, please visit
www.letsgooutdoortexas.com

MEDIA CONTACT: Photos and spokespeople are available. Contact Shiroma
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