

News Release



FOR IMMEDIATE RELEASE

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**The Best Selection, Opportunities and Pricing Can Be Found at
The Jersey Shore Boat Sale & Expo Starting This Friday**

Manasquan, NJ – The 2nd Annual Fall Jersey Shore Boat Sale & Expo heads into FirstEnergy Park, home of the Lakewood BlueClaws, **September 24 – 26, 2010**. This exciting and unique boating sales event will feature new and pre-owned boats, engines and accessories for sale by local marine retailers including a number of new 2011 models.

The event is organized by the Marine Trades Association of New Jersey (MTA/NJ) and offers consumers and marine retailers alike an affordable venue for buying and selling boats at an easily accessible and popular location. The Lakewood BlueClaws won their second straight South Atlantic League title this past Saturday.

More boat lines, products and services have been added to the great lineup of exhibitors that will be at the show. Attendees will easily be able to climb aboard a wide variety of boats from manufacturers including: Bayliner, Boston Whaler, Carolina Classic, Carolina Skiff, Chapparral, Cobalt, Contender, Crownline, Cruisers Yachts, Four Winns, Grady-White, Hurricane, HydroSports, Kawasaki, KenCraft, Larson, Maritime, Maycraft, Monterey, NauticStar, Regal, Regulator, Robalo, Sailfish, Sea Chaser, Sea Fox, Sea Hunt, South Bay Pontoons, Steiger Craft, Stingray, Striper, Tidewater, Trophy, Wellcraft, WorldCat, Yamaha and

Yamaha Sport Boats & Wave Runners. Attendees can also shop the Boaters Marketplace and meet with vendors to purchase boating products, arrange for the services they need, book their winter storage, shop for accessories, fishing tackle and more.

There is fun for the entire family at the Jersey Shore Boat Sale & Expo. The addition of the Kids Cove sponsored by The Fisherman Magazine offers a variety of activities for the little ones. At Kids Cove, children can meet the blue claws – the real ones! – and learn all about these crabs and how to catch them from Capt. Alex Majewski, a teacher at Barnegat High School. They can learn about other bay dwellers and the bay’s ecology from biology teacher Bob Strauss of Point Pleasant Beach High School. And members of the Fishermen’s Conservation Association will teach them how to tie knots, how to snell a hook (for older kids) and how to cast. Captain Frank Crescitelli will also be on hand conducting Cast Net Demos during the show and offering attendees a chance to win their own cast net. Live Cast Net Demos will be conducted on Saturday, 9/25 at 1:00pm, 2:30pm & 4:00pm and on Sunday, 9/26 at 11:00am, 12:30pm & 2:00pm. One-on-one lessons will be available during the show at the Guides Choice booth.

Attendees will not want to miss the Friday afternoon seminar “**Jersey’s Fall Striper Run**” presented by **Gary Caputi of the Recreational Fishing Alliance**. The seminar will focus on special tactics for fall stripers along the Jersey Coast with special emphasis on jigging and trolling techniques. “Have you ever wanted to drag bunker spoons with tournament-winning success? How about getting those marks on your fish finder interested in taking a jig? Join Gary Caputi at 4 p.m. on Friday the 24th and get the skinny on stripers. Lots of Q&A, from tactics to fisheries management, you drive the boat!” stated Jim Hutchinson of the RFA. The 4:00pm seminar will be held on the suite level of the stadium (second floor) conference room.

Another new addition to the show is the opportunity for boaters to retire their expired flares and dispose of something that is “undisposable”. Rutgers Cooperative Extension is

running a pilot collection program and will be accepting expired marine flares from recreational vessels during the show. Attendees can take advantage of this great opportunity to dispose of their flares safely as they prepare for the end of the season as marine flares expire every 42 months and cannot be thrown in the regular trash. More information on expired marine flares is available at ocean.njaes.rutgers.edu/marine/JerseySummerShoreSafety.html.

“There is no better place than the Jersey Shore Boat Sale & Expo to find the perfect boat. It is affordable for the whole family, easily accessible with convenient parking located right next to the entrance of the show and offers the best pricing around from the top dealers in the state.” stated Rick Traber, MTA/NJ President and owner of Pier 47 Marina. “New Jersey’s boating opportunities are endless and the Jersey Shore Boat Sale & Expo has just what you need to get out on the water and have fun!”

Event details including directions, a list of exhibitors, events, and highlights can be found online at jerseyboatexpo.com. **Admission is only \$2.00 per person**, 12 and younger are free with free parking. The event will run from 11 a.m. – 6 p.m. on Friday, 10 a.m. – 6 p.m. on Saturday and 10 a.m. – 5 p.m. on Sunday.

All proceeds from the event will go back to the Association to support its efforts to promote and protect the recreational boating industry in New Jersey.

About the MTA/NJ

The Marine Trades Association of New Jersey (MTA/NJ), established in 1972 and comprised of over 300 marine related businesses, is a non-profit organization dedicated to promoting and protecting the recreational marine industry and waterways in the State of New Jersey. The MTA/NJ is dedicated to the interests of the industry as a whole for the benefit of its individual members and the consumers whom they serve.

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