



MELBOURNE SHOWGROUNDS
SEPTEMBER 3-5 2010

www.4x4show.com.au
www.fishingshow.com.au

Media Release

Bigger and Better 4x4 Show Braces for Numbers

For Immediate Release: 26 May, 2010

Father's day weekend is set to be a stunner with Melbourne's National 4x4 & Outdoors Show, Fishing and Boating Expo expected to be a monumental event.

Following its incredible 2009 success, the extravaganza will return to the much-loved Melbourne Showgrounds on September 3-5 and will expand to include a new and improved boating sector.

With over 200 exhibitors, showcasing the latest in 4x4, boating, camping and fishing accessories, the expo is set to be the biggest in the shows history.

Mark Petersen from the National 4x4 & Outdoors Show, Fishing and Boating Expo says, "The entertainment program for the event is shaping up to be the biggest and best ever and we're bracing ourselves for a monster turn-out."

The outdoor Action Arena will bring the show to life, parading the best in 4wd entertainment including car crushing monster trucks, wheelie jeep, freestyle motocross, Mini Moto X and the return of the Bull Pull.

For expert advice, the Waeco Outback Arena will platform the best in the business ready to give tips and techniques on 4wd, cooking, camping and outdoor ventures.

The fishing and boating expo will embrace two stages for the ultimate fishing fanatics where visitors can learn their hand at boat, land or kayak fishing and join the Yamaha Super Tank team for the best in fly fishing.

With a promise to provide paramount entertainment for the whole family, the gala event will include a reptile display for the kids, the Anaconda climbing wall, personalities and loads more.

"It's a positive day out for the whole family and a great gift for any dad on Father's Day," says Mr. Petersen.

All entrants will go in the draw to win a \$12000 Anaconda adventurer package and thrill-seekers can try their luck in the Remote control Rock Crawling competition for a chance to gain additional prizes.

For dad's perfect day out and bargains galore, the 4x4 & Outdoors Show, Fishing and Boating Expo is certain to please adventurers of all ages.

All timetables and entry forms to competitions will be available via www.4x4show.com.au and www.fishingshow.com.au

Entry is still \$16 for adult 15 and under free (when accompanied by a paying adult)

For Stand information Contact-
Exhibitions & Trade Fairs Pty Ltd
Paul Morgan
pmorgan@etf.com.au
07 55 08 73 02

Ends.

For further information, please contact:

Jenni Easterbrook, Fluid Public Relations.

Phone: (07) 5535 0900 (07) 5535 0900 Fax: (07) 5535 0911

Mobile: 0401 335 582 0401 335 582 Email: jenni@fluidpr.com.au