

News Release



FOR IMMEDIATE RELEASE

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MTA/NJ Announces the Jersey Shore Boat Sale & Expo 2011 Dates and New Jersey Boat Sale & Expo in 2012

Manasquan, NJ – The 3rd Annual Fall **Jersey Shore Boat Sale & Expo** will take place at FirstEnergy Park, home of the Lakewood BlueClaws, in Lakewood, NJ, **September 23-25, 2011**. This boating sales event will feature new and pre-owned boats and accessories for sale by local marine retailers including new 2012 models.

The event is organized by the Marine Trades Association of New Jersey (MTA/NJ) and focuses on affordability and accessibility both for the consumer and exhibitors with a low cost to exhibit and attend. At the 2010 fall show, close to 150 new and pre-owned boats were on sale offering a wide selection of models from 35 different manufacturers with great opportunities and pricing for consumers. Additionally, hundreds of different types of products and services were available in the Boaters Marketplace. The 2011 Jersey Shore Boat Sale & Expo plans to deliver an even bigger show with more boats, accessories and events for everyone that attends.

The Association is also pleased to announce the expansion of the highly successful model of the BlueClaws show taking it to the next level at the New Jersey Convention & Exposition Center & Raritan Center in Edison. The **New Jersey Boat Sale & Expo**, produced by the MTA/NJ, will be held **February 23-26, 2012**. Like the BlueClaws show, the Association

responded to requests from dealers to pursue a show in this venue and is excited to be able to provide this opportunity to New Jersey's marine dealers and businesses.

“The MTA/NJ is continuously striving to address the needs and issues of all of our members and their most important interests including boat shows. As such, we have committed to making sure that there are affordable and successful local boat shows to support our boat dealer members as well as all those that provide related goods and services. These shows are a result of that commitment and will not only help our dealers and members sell their products and services but will help to strengthen the Association and the entire industry,” stated MTA/NJ President, Rick Traber.

Details on both events will be available soon at jerseyboatexpo.com. All proceeds from these events will go back to the Association to support its efforts to promote, protect and advance the recreational boating industry in New Jersey.

Businesses interested in obtaining more information or exhibiting should contact the MTA/NJ office at 732-292-1051; email at info@mtanj.org.

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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