

MEDIA RELEASE

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For immediate release



Get Hooked on the 2nd Annual Greater Niagara Fishing & Outdoor Expo – Jan. 23-25 *Largest Three-Day Fishing Expo on the Great Lakes Features the “Greater Niagara Fishing Academy,” Children’s Activities and More*

NIAGARA FALLS, NY (January 13, 2015) – Get hooked! Tickets are on sale now for the Greater Niagara Fishing & Outdoor Expo, the largest three-day fishing expo on the Great Lakes, Jan. 23 through 25, at The Conference & Event Center Niagara Falls (101 Old Falls St., Niagara Falls, NY). Now in its second year, the event features more than 120 educational seminars and more than 100 exhibitor booths throughout the show.

“We are excited to host a bigger and better expo this year,” said Global Spectrum’s Melissa Gearhart, event manager and sales director at The Conference & Event Center Niagara Falls. “With education as our main focus, there really is something for everyone, from children and novice outdoorsmen and women to very advanced anglers.”

Included with admission are seminars by Charlie Alsheimer, whitetail deer expert and renowned outdoor photographer; Matt Straw, contributing writer for *In Fisherman Magazine*; and Gerry Rightmyer and Steve Schicker, co-hosts of “Forever Wild Outdoor Adrenaline Adventures,” on the Sportsman Channel.

In addition, the expo includes the Greater Niagara Fishing Academy, a series of seminars hosted by more than 50 local and regional experts, as well as a special focus on ice fishing, and additional seminars on nature photography, hunting, kayaking, ladies shooting, kids’ fishing and outdoors and more.

A complete list of seminars and exhibitors can be found at www.NiagaraFishingExpo.com.

Guests will also enjoy more than 100 different exhibitor booths for the entire show; plus more than 60 tables that take part in “the show within the show,” as the Lake Ontario Trout and Salmon Association’s Marketplace is featured on Sunday only.

Other highlights include:

- Winning Outdoor Photo Exhibit from the Pros – The Outdoor Writers Association of America (OWAA) will showcase their winning photos of the 2014 Excellence in Craft Contests with a travelling exhibit that appears around the country. This is the only appearance in New York State.
- Cabela’s Showcase – The opening of the new Cabela’s store in Cheektowaga, NY has allowed for this

collaboration. Cabela's will feature heavy equipment such as tractors, ATVs. In addition they will be sharing some of their mounts throughout the expo.

- WGR-55's Schopp & The Bulldog Radio Show will broadcast live on Friday, Jan 23, from 3 to 7 p.m.
- Lance Valentine - Lowrance Electronics Pro-Staffer will be giving some expert instruction on the use of marine electronics. For anyone that owns a Lowrance Unit, bring it to the show and receive a free update from Valentine at his booth.

The Greater Niagara Fishing & Outdoor Expo is hosted by The Conference & Event Center Niagara Falls and sponsored by Merrell, Challenger Lures, WGR-550 AM, the Seneca Niagara Casino & Hotel, Riversider Rods, Sheffield, and Three D Worm Harnesses.

Show hours are Friday, Jan. 23 from 1 to 8 p.m.; Saturday, Jan. 24 from 9 a.m. to 8 p.m.; and Sunday, Jan. 25, from 9 a.m. to 5 p.m.

Admission is \$8 for adults with three-day admission available for \$20. Children 10 and under are free. There will also be a host of kids' activities including a fishing pond and an air rifle shooting trailer.

To purchase tickets or for a list of seminars, visit www.NiagaraFishingExpo.com. Tickets will also be available at the door.

The Conference & Event Center Niagara Falls is owned by USA Niagara Development Corporation (USAN), a subsidiary of Empire State Development. In 2004, USAN developed the \$20 million Conference & Event Center, which generates an estimated \$13-\$19 million in annual direct spending on local hotels, food and beverage and transportation in the region. USAN is solely dedicated to the support and promotion of economic development initiatives in Niagara Falls by leveraging private investment and encouraging growth and renewal of the tourism industry in the City of Niagara Falls. The Conference & Event Center and Old Falls Street, USA, are managed by Global Spectrum (global-spectrum.com).

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