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Contact: Nicki Polan, Executive Director
Michigan Boating Industries Association
P: 734.261.0123, ext. 4, npolan@mbia.org

Amanda Wendecker, Director of Marketing
P: 734.261.0123, ext. 3, awendecker@mbia.org

Detroit Boat Show lures millennials into boating

Livonia, Mich., January 24, 2017 – Like many recreational past times, the demographic of boaters is aging. The Detroit Boat Show, coming to Cobo Center February 11-19, is following a nationwide push by the industry to lure millennials to the sport.

“The Millennial generation has many unique characteristics to which the industry is catering,” said Michigan Boating Industries Association Executive Director and Detroit Boat Show Manager Nicki Polan. “Manufacturers are making smaller vessels that are more affordable to the younger generation, yet are stylish and innovative. They’re also making more versatile, crossover boats used for watersports, fishing and cruising.”

The Detroit Boat Show is hosting a Millennials Night Out on Thursday, February 16 to invite people 30 and under to the show for FREE during show hours 3-9 p.m. The event also has targeted a younger generation with social media promotions and in advertising.

“Millennials are our current and future customers,” said MBIA Chairman Tom Haag of Colony Marine in St. Clair Shores. “This generation enjoys spending quality time with friends and family, and there is no better place to do that than on the water. The MBIA produced boat shows provide them with the opportunity to truly embrace the sport and experience all it has to offer.”

The 59th annual Detroit Boat Show is February 11-19 at Cobo Center in Detroit. Admission to the boat show is \$13 for adults; children 12 and under are free with an adult, and seniors 65 and older receive free admission on Monday. Tickets, other special admission days and hotel accommodations provided by the Courtyard Detroit Downtown are available at Detroitboatshow.net.
HOURS: Saturdays: 11 a.m. – 9 p.m.; Sundays: 11 a.m. – 6 p.m.; and Monday through Friday: 3 p.m. – 9 p.m. Parking is available at Cobo Center and surrounding lots. The Detroit Boat Show is sponsored by Great Lakes Scuttlebutt, Official Magazine of the Detroit Boat Show and the Courtyard Detroit Downtown, Official Hotel of the Detroit Boat Show. FOR MORE INFORMATION visit Detroitboatshow.net, or call 1.800.932.2628.

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