



FOR IMMEDIATE RELEASE

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Detroit Boat Show announces 10 Career Day Stops

LIVONIA, MICH. – January 30th, 2018 – The Detroit Boat Show is celebrating its 60th year in 2018. Over the course of this week-long event, classic Detroit Boat Show traditions will be remembered and celebrated, but the show will be bringing something new this year—Career Day! The Michigan Boating Industries Association, producer of the Detroit Boat Show, along with its members and exhibitors are hard at work addressing the critical demand for marine technicians in this growing industry, as well as other careers, such as marina operators, boat dealers, boat builders, sales people, and more. Career Day hopes to shed light on the vast array of careers available in the marine industry.

The show has invited high school and college students from across the state to attend the show for FREE on Thursday, February 22nd from 3-9pm. Students interested in attending Career Day can attend with their student ID and the free ticket voucher found on detroitboatshow.net.

During Career Day, participating exhibitors will provide students with knowledge about different careers and aspects within the boating industry including a hands-on look at the inside of outboard engines, how to get trained to work and play with boats, and will answer questions students have. Students who complete each of the 10 stops will be qualified to win a \$250 gift card! Participating exhibitors include: Yamaha Outboards, Jefferson Beach Yacht Sales, Great Lakes Sea School, Silver Spray Sports, Inc., Aqua Sports Marine, Walstrom Marine, Skiers Pier, Club Royale Sales & Service, Toledo Beach & Jefferson Beach Marinas, and Lakeside Formula.

Interested in learning more about Career Day? Call Jorden Morin at 734-261-0123, ext. 6 or jmorin@mbia.org.

The 60th annual Detroit Boat Show is February 17-25 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: 10 a.m. – 8 p.m.; Sundays & Monday: 11 a.m. – 6 p.m.; and Tuesday 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, the Courtyard Detroit Downtown, Official Hotel of the Detroit Boat Show and Michigan Golf Cart. FOR MORE INFORMATION visit Detroitboatshow.net, or call 1.800.932.2628.

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