

**FOR IMMEDIATE RELEASE**

**CONTACTS: Amber Viehauser**

**AGI Events**

**Ph: 763/383-4400**

**Cell: 763/300-4763**

**[aviehauser@agievents.com](mailto:aviehauser@agievents.com)**

**Becky Bailey**

**Carrera Communications**

**Ph: 763/551-9190**

**Cell: 612/309-7149**

**[bbailey@carrerainc.com](mailto:bbailey@carrerainc.com)**

**43<sup>rd</sup> ANNUAL MINNEAPOLIS/ST. PAUL POWERSPORTS SHOW**  
**TO FEATURE NEWEST PRODUCTS AND ACCESSORIES FOR**  
**SNOWMOBILES, ATVS**

***Great Holiday Gift Ideas For Powersports Enthusiasts***

MINNEAPOLIS – (Sept. 26, 2007) –The 43<sup>rd</sup> Annual Minneapolis/St. Paul Powersports Show, featuring snowmobiles and ATVs will be held on Friday, Nov. 9 from 1 to 9 p.m., Saturday, Nov. 10 from 10 a.m. to 9 p.m. and Sunday, Nov. 11 from 10 a.m. to 5 p.m. at the Minneapolis Convention Center. Show producer AGI Events has ensured a wide range of exhibitors will be on-hand to offer a variety of products for snowmobile and ATV enthusiasts' various needs, interests and budgets, ranging in price from \$5 to \$25,000. The show will include the latest snowmobile products and accessories including the 2008 sleds and ATVs from Arctic Cat, Ski-Doo, Polaris and Yamaha. This is also a great time for Powersports Show attendees to take advantage of the pre-holiday deals for the powersports enthusiasts on their holiday gift-buying list.

Due to the increasing popularity of toy haulers, several Minnesota dealers will have their newest ones at the show including Shorewood RV Center, Noble RV, and Chesley Truck & RV Sales. Toy haulers, which are sport utility trailers designed to haul powersports products, make up one of the fastest growing markets in the trailer industry because they enable powersports enthusiasts to take their powersports with them and have a place to stay while on the road.

A new addition to the show this year is the Rocket Barstool Races which is growing in interest among powersports fans. For a \$1 donation to the Make-A-Wish® Foundation of Minnesota, participants (18 years of age and older) can race around a track on specially designed rocket barstools. All proceeds from the Rocket Barstool Races will benefit the Make-A-Wish® Foundation of Minnesota which grants wishes of children with life-threatening medical

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conditions to enrich the human experience with hope, strength, and joy. Of the nearly 200 wishes Make-A-Wish Foundation of Minnesota grants each year, approximately 30 percent involve sports and outdoor activities. For more information about the Make-A-Wish Foundation of Minnesota, call 612-767-9474 or visit the website at [www.wishmn.org](http://www.wishmn.org).

One of the more unique snowmobiles that powersports fans will see at the show is a special pink snowmobile sled. Created by Arctic Cat, the Special Pink Sled is for a Special Pink Cause, and the snowmobile producer is now a sponsor of the Pink Ribbon Riders, helping to support women and men in their fight against breast cancer.

For a complete listing of show exhibitors, additional information and discount coupons, visit [www.MinneapolisPowersportsShow.com](http://www.MinneapolisPowersportsShow.com).

#### **About AGI Events**

AGI Events, [www.agievents.com](http://www.agievents.com), is a division of Affinity Group, Inc., (AGI), which owns and operates recreation-focused consumer shows throughout North America. The division currently produces shows serving the RV, boat, motorcycle, snowmobile, ATV, golf, home and garden, and ice fishing markets.

#### **About the Affinity Group, Inc., (AGI)**

Affinity Group, Inc., (AGI), [www.affinitygroup.com](http://www.affinitygroup.com), and its affiliated companies serve the safety, security, comfort, and convenience needs of the North American outdoor and recreational vehicle market. The goal is simple: AGI makes RV ownership and the RV lifestyle more enjoyable. With various companies, brands, products and services, AGI targets almost every aspect of this diverse and dynamic niche market. No wonder so many travelers depend on AGI on a daily basis.

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