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**LARGEST ICE FISHING AND WINTER SPORTS SHOW IN THE UNITED STATES TO FEATURE AFFORDABLE WAYS TO ENJOY WINTER**

***Visitors Can Win the “Ultimate Ice Fishing Giveaway”***

MINNEAPOLIS – (Sept. 30, 2009) – If you are interested in ice fishing or winter sports, or you have an ice fishing and winter sports enthusiast on your holiday gift giving list, you will want to be sure to attend the largest ice fishing and winter sports show in the United States. The 17<sup>th</sup> Annual St. Paul Ice Fishing and Winter Sports Show, featuring affordable ways to participate in ice fishing and winter sports, will be open to the public on Friday, Dec. 4 from 1 to 9 p.m.; Saturday, Dec. 5 from 10 a.m. to 7 p.m.; and Sunday, Dec. 6 from 10 a.m. to 5 p.m. at the St. Paul RiverCentre. Produced by Affinity Events, the show will consist of more than 150 exhibitors. Ice fishing and winter sports experts will be on-hand to offer a wide variety of innovative products for ice fishing and winter sports enthusiasts’ needs, interests and budgets to maximize the winter sports experience.

Show attendees will also have the opportunity to win the “Ultimate Ice Fishing Giveaway”, an entire package of ice fishing products including the R<sup>2</sup>-Tec insulated, portable ice fishing house which uses insulation technology for fish houses, ice fishing gear by SnoSuit, Strikemaster’s new SOLO auger, and tackle by Northland Fishing Tackle.

New at the show this year will be Fishing For Life which serves youth, family and community through fishing and outdoor programs. Fishing For Life collects old rods, reels and tackle and distributes it to under served youth of the Twin Cities. They will be hosting Kids Cove on Saturday, Dec. 5 which will include a variety of children’s activities at a trout pond such as flippin’ fish, minnow race, daredevil toss, spinning wheel, putting for pike, and the rubber band gun game. Fishing For Life is accredited by the National Parks and Recreation Association as a

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TakeMeFishing Agency committed to engaging youth in fishing and outdoor activities. Fishing programs include the High C's Adventure, Fish-A-Thon and FishFair. Fishing equipment is delivered to youth participants during these events.

Tickets can be purchased at the show and are \$8 for adults, children age six to 12 are \$4, and children age five and under are free. For a complete listing of show exhibitors, additional information and discount coupons, visit [www.stpaulicefishingshow.com](http://www.stpaulicefishingshow.com).

**About Affinity Events and the Affinity Group, Inc.**

Affinity Events, [www.agievents.com](http://www.agievents.com), is a division of Affinity, which owns and operates recreation-focused consumer shows throughout North America. The division currently produces shows serving the RV, boat, snowmobile, ATV, home and garden, and ice fishing markets. Affinity, [www.affinitygroup.com](http://www.affinitygroup.com), is the nation's largest provider of outdoor clubs, services, media and events that service the safety, security, comfort and convenience needs of the North American recreational vehicle (RV) and outdoor enthusiast market. By providing information, insights, and resources, the company champions the fun, freedom, and adventure of recreation in motion. The company works to enhance its customers' recreational experiences and build the communities that share and promote their fun and adventurous lifestyles.

Affinity is organized into four different business units – Affinity Media, Affinity Clubs, Affinity Events and Affinity Ventures. Corporate headquarters are located in Ventura, Calif. Subsidiary operations and divisions can be found at multiple locations throughout the United States.

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