



MEDIA RELEASE
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The Adventure Just Got Better!
4WD & Adventure Show
12-14 November 2010, McCallum Park, Perth

The most popular outdoor lifestyle event in WA, the Perth 4WD & Adventure Show, has never looked better!

Held over three big days from 12-14 November, the 4WD and Adventure Show is a popular event for all outdoor enthusiasts, and is the one-stop spot to check out all the latest and greatest products, services and accessories for all outdoor lifestyle pursuits.

This year, with the introduction of exciting new entertainment features, the Show is shaping up to be bigger and more diverse than ever before.

Show Manager Peter Woods said all the latest 4WDs, boats, caravans, and camping accessories will be on display; and for the first time, a new Tinnie and Tackle Show will be introduced.

"When you think of the WA outdoor lifestyle you immediately think of everyone's favourite pastimes - Fishing, Camping, Boating and 4 Wheel Driving. Anyone who loves spending their spare time outdoors knows that these four things go hand in hand, and this is why we are decided to launch the brand new Tinnie and Tackle Show as part of this year's 4WD and Adventure Show," Peter said

"The Tinnie and Tackle section of the Show will be filled with everything you could need for your next fishing adventure. Tinnies in various sizes from leading brands, plus fishing tackle from all the popular manufacturers will be on display and on sale," Peter said.

"As well as checking out new products and getting a bargain, the fishing enthusiast will love the line up of entertainment we have planned for the weekend which includes special guests Malcolm Douglas and Hodgy the Barefoot Fisherman, as well as demonstrations on filleting, knot tying, casting secrets, info on how to set up your boat, and tips on lures," Peter said.

In addition to the new Tinnie and Tackle Show, the 2010 Perth 4WD & Adventure Show will feature a new, "super sized" 4x4 Extreme Show.

The Extreme Show has been a massively popular part of the 4WD & Adventure Show for the past five years, with huge crowds hording each year to see the spectacular. It is staged three times per day over the Show weekend, and fans are never disappointed.

"The Extreme Show is always a huge attraction, with a purpose built track and a group of stunt riders performing all different kinds of jumps and stunts," Peter said.

This year the Extreme Show will be even more action packed. For the first time, we are bringing in the Moto Live freestyle motorcross show. As well as the 4WD stunts, audiences will now be entertained by motor cycle riders jump from one ramp to another, and pulling out some of the most mind-blowing aerial stunts ever seen!”

Show goers can also visit the brand new Bush Camp stage sponsored by Western 4WDriver magazine and Engel and find out all the info they need to know on 4 wheel driving.

“We are planning a full program of entertainment, demonstrations and presentations on the Bush Camp stage,” Peter said.

“We will have presenters giving talks and demos on things like driving techniques, tyre changing, navigation, how to get your vehicle prepared for the trip, and recovery techniques.”

“There will be camp oven cooking demos, new product releases and all the latest gadgets. All presentations will be filmed and segments made available on our website after the Show,” Peter said.

The 4WD & Adventure Show will also feature water-ski demos, kids’ activities and a huge range of food and drinks to suit all tastes. More information on the 4WD and Adventure Show can be found at www.4wdshow.com.au

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