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## **THE WASHINGTON SPORTSMEN'S SHOW® ROARS INTO PUYALLUP WITH NEW FEATURES, NEW EXHIBITORS & NEW PRODUCTS**

**Puyallup, WA** – The Washington Sportsmen's Show opens January 23rd and runs through the 27th at the Washington State Fair and Events Center in Puyallup, Washington with exclusive new features, personalities, exhibits and outdoor products that will be introduced in the State's largest sportsmen's show. Show hours are Wednesday through Friday – noon to 8 PM, Saturday, 10AM – 8 PM and Sunday, 10 AM – 4PM. Parking is free. Complete show details are available at [TheSportShows.com](http://TheSportShows.com).

"We're very excited to debut two new features that will only be at the Washington Sportsmen's Show and none of our other shows. The Washington Sportsmen's Show Outdoor Cooking Competition and Kayak Fishing Pavilion will be unique to Washington and join several other features like the new Walleye Alley and Garmin Tech Center", said Bill O'Loughlin, President of O'Loughlin Trade Shows.

O'Loughlin continued, "Our new Outdoor Cooking Competition is drawing competitive grillers and barbecuing experts from all over North America. This is a big deal. We have past and current world champions who will be doing double duty as they deliver cooking demonstrations and compete to qualify for various invitationals and a trip to the World Food Championship."

A maximum of 24 teams will be competing with several champions already signed up, like World Steak Champion, Ken Phillips, from Texas.

Starting Wednesday, January 23rd, these professional cooks will test their competitive cooking skills with wild game, featuring two game meats the first day. Thursday will feature a "whole animal". Friday spotlights "steak". Saturday showcases Dutch oven cooking. And Sunday the competition ends with "traditional barbecue" and a mix of brisket, pork, pork ribs and chicken.

As a benefit of this competition, a few of the grilling experts will also be conducting daily cooking seminars at the show. Those seminars include: cooking the perfect steak from a steak grilling world champion, Dutch oven cooking, camp cooking and sausage making, to name just a few of the many cooking topics covered. Check the seminar schedules for all days of the Washington Sportsmen's Show at [TheSportShows.com](http://TheSportShows.com).

Another noteworthy development, the Washington Sportsmen's Show will be welcoming the first-ever Kayak Fishing Pavilion to the show. Kayak fishing is the fastest growing category in sportfishing nationwide and the Seattle-area and Washington-state are no exception. With the abundance of water and fishing opportunities and the added attraction of price and product accessibility, these purpose-built fishing kayaks, are surprisingly stable, affordable, easy-to-handle and safe. Fishing kayaks are an ideal match to the northwest and have found their way into a wide range of freshwater and saltwater fishing applications. The "Pavilion" is an area set aside with an indoor pool for demonstrations along with a variety of kayaks to shop and compare, along with local experts who will be sharing their knowledge on how to get started and where-to-go. This new feature promises to be a huge hit given the growing popularity of fishing kayaks.

**WASHINGTON SPORTSMEN'S SHOW**



Walleye, a fish often associated with the Midwest and Great Lakes, have come on strong this past decade as a viable and important sportfishing option. Thanks to Bi-Mart, Pure Fishing and other participating manufacturers, the Washington Sportsmen's Show is thrilled to introduce a new feature dubbed, "Walleye Alley", to celebrate these wonderful, tasty fish. Several walleye will be housed in a huge see-through tank as local experts share their knowledge and tactics, as Bi-Mart and manufacturers combine to sell the tackle and gear needed to be successful. Joe Brennan from O'Loughlin Trade Shows shared, "It's not really an 'alley' but a combination of speakers, our mobile live-fish tank and local retailers working together to educate anglers of all stripes on how, where and when to catch walleye."

Regarded by many as a delicacy, walleye are found throughout the Columbia River and in several places in Washington like: Moses Lake, Banks Lake, Long Lake, Crescent Lake, Potholes Reservoir, Lake Billy Clapp, Soda Lake and Scootenev Reservoir. In addition to the walleye seminar series at the show will be free informational handouts and the tackle used by local walleye enthusiasts at retail and manufacturers booths.

Garmin, known worldwide as the preeminent manufacturer of GPS systems and fishing electronics is coming to the Washington Sportsmen's Show with their Garmin Tech Center, a seminar series at the show intended to demystify and educate anglers on the use of GPS and sonar. Whether you own Garmin brand gear or not, this seminar series is essential knowledge to get the most out of your fishfinder or GPS. Seminars are daily. Please check seminars times at [TheSportShows.com](http://TheSportShows.com).

The Kids Trout Pond sponsored by Baxter Auto Parts returns with thousands of trout ready and willing to be caught by kids 12 and under. All the gear needed to catch these frisky fish is provided and there are some big surprises swimming among the thousands of pan-sized fish. "Every year a few lucky kids tussle with trout in excess of 5 pounds, some are over 8 pounds", Brennan said, "The bigger fish keep it interesting as kids squeal in delight having landed the fish of a lifetime. It's fun hearing from parents who caught their first trout in this memorable pool and are now coming back to share that with their kids."

Survival expert Brett Stoffel is back and will be in the Toyota booth all days of the show offering daily seminars on how-to survive if you get lost, stuck or hurt in the backcountry. Brett's sage advice has helped several people survive under the worst of conditions. It's a must-attend seminar for anyone that plans on spending time in the woods. Brett covers the essential items you'll need with you in the outdoors and shares his expertise on fire-building and making a suitable shelter. Brett's also the guy you want to talk to if you have specific survival questions. Stoffel's impressive resume includes his tenure as a B-52 and B2 pilot, Combat Search & Rescue Commander and Search & Rescue expert.

Last year's "After 4 ticket" was a huge success and it's going to be repeated this year. . .only better! The "After 4PM" special will be a half price adult ticket, \$7.50 for adults, \$2.50 for ages 6 to 16, Wednesday through Saturday (the show closes at 4PM Sunday) after 4PM. Military gets a 2-for-1 ticket (\$15 gets two people into the show), with military I.D. (retired, active or reserve) all days and hours of the show. Regular admission for kids, 6-16 is \$5. The after 4 PM special and military discount cannot be used in combination with any other discounts to the show. Parking at the show is free.

There will also be several "After 4 PM" retail specials from retail luminaries like Sportco who have promised some deep discounts on selected, popular items just for the show and not-to-be-repeated.

This year's Washington Sportsmen's Show Seminar Series is expected to be the best ever with more than 50 seminars a day covering a range of subjects including destinations for fishing and hunting, outdoor cooking, horse and mule packing, fly fishing and dozens of fishing and hunting topics. The topics teed up for this year's show run the gamut from general discussions on How To Pick A Fishing Kayak, Beginning Walleye Fishing and Turkey Hunting 101 to more specific topics like, Improve Your Elk Calling Strategies, Trophy Steelhead Fishing and Fishing With Pantopix (fishing electronics). With more than 50 seminars a day, everyday of the show, attendees are well-advised to check the seminar listings for each day at [TheSportShows.com](http://TheSportShows.com) to see what's being offered and by who. It's very likely there are several that will be of great interest to most who attend the show.

Not only has this year's spate of seminars been increased but there are several new faces joining this year's team of experts. A fresh new face we're looking forward to welcoming to our ranks is uber-fishing-enthusiast 14 year old Sebastian Chik. Don't let Sebastian's age fool you, he's passionate about the sport and has been spending time with some pretty big names in the business for the past few years. You don't get invited to speak the The Sport Shows if you don't have the chops and we're proud to be the first to extend an invitation to Sebastian to speak at our shows.



Chik's joined by other fishing and hunting pro's like walleye fishing pro Johnnie Candle from North Dakota who's logged several first place tournament walleye finishes and more than 25 years as a fulltime fishing professional. One of the biggest names in hunting right now is Scott Haugen. Scott's been with The Sport Shows for 17 years and is back with his seminar on Trophy Blacktail Deer Hunting. Scott's an expert educator and hunter that's traveled the world but calls the Northwest home. Freshwater Fishing Hall of Famer and Northwest fishing icon Buzz Ramsey is back with new trout and steelhead fishing tactics. Buzz is another expert educator that's helped tens of thousands of anglers catch more salmon, steelhead and trout through his seminars and more than 40 years as a fishing professional. And the seminar space fills to capacity when Bob Kratzer takes the stage, this year Bob will be sharing his expertise in catching salmon and steelhead using plugs.

With more than 50 seminars a day at the Washington Sportsmen's Show, this is only the tip of the iceberg but it bears emphasizing given the magnitude of what's being offered and who's offering the information through this important and renowned seminar series.

The Washington Sportsmen's Show, the largest sportsmen's show in the State, is the launch pad for several new products. It's anybody's guess what will be introduced at this year's show, but expect there to be hundreds of new products making their debut. Garmin, for example, has promised a "major marine product announcement" at the show, Friday, January 25th, at the Garmin Tech Center. Keep an eye out for Facebook posts on The Sport Shows page for new product announcements as we learn about them. . . often at the opening of the show.

The Washington Sportsmen's Show is Washington's first Sportsmen's Show of the season and Washington's largest sportsmen's show. "Sportsmen's Shows" host a mix of fishing, hunting and outdoor recreation with emphasis given to fishing and hunting interests. The Washington Sportsmen's Show, entering its 32nd year, has more than 500 exhibits housed in nearly 300,000 square feet of display space with literally miles of aisles to wander, shop, learn and enjoy. In addition to everything associated with northwest fishing and hunting, from ducks, moose, elk and upland game birds to salmon, walleye and kokanee, there's a dizzying variety of boats, RV's, ATV's, hunting and fishing products, wildlife art, apparel, boating accessories, trucks, resorts and lodges, clubs, destinations, and guides and outfitters from locally and around the world. Virtually every imaginable category of hunting and fishing is represented at the Washington Sportsmen's Show.

For even more detail on what's going on at this year's show visit [TheSportShows.com](http://TheSportShows.com) and check out "More Than 50 Reasons To