



Friday, January 4, 2013

Edition 1, 2013

45 PR Highlights for the week ending January 4 are listed below.

For TV: Please see the corresponding Broadcast Report which includes a total of **23 TV hits** with a total TV publicity value of \$75,166.04 and 1,660,405 total TV audience impressions.

National

Tide Turning For Boat Sales

FOX Business

Video Clip

http://video.foxbusiness.com/v/2070913085001/tide-turning-for-boat-sales/?playlist_id=933116624001

New York Boat Show Held at Javits Center

NY1

Video Clip

http://manhattan.ny1.com/content/top_stories/174945/new-york-boat-show-held-at-javits-center

Boat Sales Rev Back to Life

The Wall Street Journal

Sales of powerboats are revving up in California for the first time in five years, part of a national resurgence in a corner of the luxury sector that ...

<http://online.wsj.com/article/SB10001424127887323300404578205673104638216.html>.

**** For those unable to log into wsj.com see corresponding PDF**

Wake Break: Boarding Brothers Take New York

Wall Street Journal

The New York Boat Show starts Thursday at the Javits Center, where shoppers can peruse rows of luxury yachts, swanky sailboats and other ...

http://online.wsj.com/article/SB10001424127887323874204578217750720691188.html?mod=google_news_wsj

*** For those unable to log into wsj.com see corresponding PDF**

New York

Free & Cheap in New York: Thursday, Jan. 3

New York Daily News

YACHT'S UP, DOCK? Cruise by the Progressive Insurance New York Boat Show and see what floats your fancy at the Jacob K. Javits Convention Center. Check out the...

<http://www.nydailynews.com/2.1279/free-cheap-new-york-thursday-jan-3-article-1.1231511?localLinksEnabled=false>

Spare Times Listings for Dec. 28-Jan. 3 & Spare Times Listings for Jan. 4-10

New York Times

Novice and veteran sailors can view hundreds of models of boats during this annual show at the Jacob K. Javits Convention Center. The event will also feature ...

http://www.nytimes.com/2012/12/28/arts/spare-times-listings-for-dec-28-jan-3.html?pagewanted=all&_r=2&

http://www.nytimes.com/2013/01/04/arts/spare-times-for-jan-4-10.html?pagewanted=all&_r=0

Boaters wrecked by Sandy expected to buy big

Crain's New York Business

The New York Boat show begins Thursday at the Jacob K. Javits Convention Center, drawing tens of thousands of...

<http://www.crainsnewyork.com/article/20130103/TRANSPORTATION/130109972>

Sandy victims turn insurance checks into shop-shape sales

New York Post

Sales ahoy!

Boaters in the Northeast are expected to drop more than \$700 million in coming months to relaunch their beloved armada of more than 65,000 pleasure craft wrecked by Superstorm Sand

http://www.nypost.com/p/news/business/ship_shape_sales_E490ITYoRT04wZABFNJ4YL

After strong sales in 2012, N.J. dealers prepare for New York Boat Show

The Star-Ledger - NJ.com

Electronics, toys and clothes dominated the holiday shopping lexicon, but December was a great month for boats, too. Coty Marines in Toms River, a dealership that sells mostly mid-sized powerboats, saw its sales increase 25 percent as the industry closed ...

http://www.nj.com/business/index.ssf/2013/01/nj_dealers_prepare_for_new_yor.html

Preparing for the New York Boat Show

The Star-Ledger-NJ.com

Geraldo Fernandez, of Marine Max, polishes the railing of a Sea Ray Sundancer 450 in preparation for the **New York Boat Show** at the Javits Center. New York ...

photos.nj.com/star.../perparing_for_the_new_york_boat_5.htm...

N.Y. Boat show on tap

Nj.com

The New York Boat Show opened Wednesday at the Convention Center, and continues...

http://www.nj.com/shore/blogs/fishing/index.ssf/2013/01/there_will_be_plenty_of_semina.html

Fishing Column: New York Boat Show a January treat

Stamford Advocate

It's Christmas shopping season and here is a great gift idea. Tickets are now available for the 2013 Progressive Insurance New York Boat Show. The Northeast's premier boating event takes place...

<http://www.stamfordadvocate.com/sports/article/Fishing-Column-New-York-Boat-Show-a-January-treat-4102381.php>

Show goes on despite Sandy's efforts

Trade Only Today

NEW YORK - The New York Boat Show faced the additional task of opening slightly more than two months after Hurricane Sandy devastated the tri-state area. "It affected our setting up the show because we weren't getting calls and commitments from exhibitors," show manager Jonathan Pritko said. "And we had to be very sensitive about calling and pushing the vendors, given what everybody's been through."

<http://www.tradeonlytoday.com/home/523306-show-goes-on-despite-sandys-effects>

Exhibitors optimistic at New York show opening

Trade Only today

NEW YORK - Strong and steady attendance at the Progressive Insurance New York Boat Show started with the line of patrons waiting for the doors of the Jacob K. Javits Center to open

<http://www.tradeonlytoday.com/home/523304-exhibitors-optimistic-at-new-york-show-opening>

New York Boat Show opens today

Trade Only Today

The Progressive Insurance New York Boat Show opened this morning at the Javits Center in Manhattan. See Related Articles. New York boat show returns in January. The show runs through Sunday and provides post-holiday deals on boats that include ...

<http://www.tradeonlytoday.com/home/523287-new-york-boat-show-opens-today>

New York Boat Show Kicks Off the 2013 Boat Show Season

Best of Boating

Yamaha boats feature an exclusive stern lounging area that sets them apart from other models in the class. NEW YORK — The world's first and longest running boat show returns to Javits Center tomorrow through Jan. 6. The 108th New York Boat Show kicks ...

<http://www.bestofboating.com/2013/01/new-york-boat-show-kicks-off-the-2013-boat-show-season>

The 2013 New York Boat Show

Boating Magazine

At 107 years old, the Progressive **New York Boat Show** reigns as the longest running boat show on record. I've been attending this boat show for just 35 of its ...

www.boatingmag.com/blogs/boat.../2013-new-york-boat-sho...

Show and seminar season

The Hour

Those among us who don't have the ice-angling bug and don't trout fish, can enjoy show season. It begins with the upcoming New York Boat Show at the Jacob Javits Center in NYC. The show begins today and

http://www.thehour.com/sports/outdoor/show-and-seminar-season/article_85c0170c-375d-5a4a-bd83-c37f9e00e3e4.html

New York Boat Show at The Javits Center » Things to Do » New ...

NewYorkFamily.com

Boat enthusiasts and the casually curious alike will enjoy the **New York Boat Show** with its eye-popping display of yachts, fishing boats, kayaks, cruisers, and ...

www.newyorkfamily.com/.../new-york-boat-show-at-the-javits...

Anyone going to the NYC boat show? - Boat Shows & Other Events ...

TheMalibuCrew.com

Anyone going to the **NYC boat show?** - posted in Boat Shows & Other Events: Anyone planning to go to the New York City Boat show this year? For 2013 Malibu ...

www.themalibucrew.com/forums/index.php?/topic/...to...

2013 New York Boat Show

MeridianYachtOwners.com

Just back from a night among the fresh fiberglass. Always a pleasure to go to this show on it's first night with

<http://www.meridianyachtowners.com/showthread.php?5718-2013-New-York-Boat-Show>

The East Hampton Star

Boat Show Outing

The Hampton Jitney has put together a package deal for those who would like to see the New York Boat Show at the Jacob Javits Center in Manhattan on Saturday. A bus...

<http://easthamptonstar.com/?q=Business/2013102/Keeping-Account-010313>

Miami

Festivals & events in Miami

Time Out Miami

Miami needs no excuse to party: from the traditional to the tacky, the city is fast on its feet when it comes to celebrations. Be aware that some of the bigger events – Art Deco Weekend, the Coconut Grove Arts Festival, the Miami Book Fair and the Miami International Boat Show – take place on holiday weekends and draw huge crowds.

<http://www.timeout.com/miami/features/127/festivals-events-in-miami>

The 2013 Progressive Insurance Miami International Boat Show **recommend travel**

The Progressive Insurance Miami International Boat Show is returning to Miami over President's Day weekend, Feb. 14-18, 2013. The event showcases more than 3,000 boats and 2,000 companies in three distinct venues...

<http://recommend.travel/featured/the-2013-progressive-insurance-miami-international-boat-show/>

Progressive® Insurance Miami International Boat Show & Strictly Sail

MIAMI Magazine (Miami Modern Luxury)

One of the world's largest and most influential boat shows, the Progressive® Insurance Miami International Boat Show & Strictly Sail, cruises back to Miami

<http://www.modernluxury.com/miami/events/progressive-insurance-miami-international-boat-show-strictly-sail>

Miami International Boat Show

Ocean Drive

See the latest in powerboats, sailboats, and more at this boat show. There will also be a sunset celebration with street performers

<http://oceandrive.com/calendar/2013/2/14>

About.com

Miami International Boat Show

Miami's the boating capital of the world! With an enviable position on the Intracoastal Waterway and Biscayne Bay, Miami is just a short sail away from the marvelous beauty of the Florida Keys. Our natural affinity toward boating shows each year when we host the Miami International Boat Show.

<http://miami.about.com/od/sportsrecreation/a/miamiboatshow.htm>

Chicago

See us at the Boat Show | Illinois Outdoors

Chicago Now

The 2013 Progressive Insurance Chicago *Boat, Sports & RV Show* docks at McCormick Place January 9-13, bringing the outdoors indoors with the best deals on hundreds of *boats* and RVs and something for all ages, igniting attendees ...

<http://www.chicagonow.com/illinois-outdoors/2013/01/see-you-at-the-boat-show/>

Chicago Boat, Sports & RV Show : Shore-newsletter-event

NWI.com (The Times of Northwest Indiana)

Jan 9-13. Chicago Boat, Sports & RV Show. 2-9pm Wed, 11am-9pm Thu-Fri, 10am-9pm Sat, 10am-5pm Sun, McCormick Place, North Building, 2301 S Lake ...

http://www.nwitimes.com/niche/shore/shore-newsletter-eventil/chicago-boat-sports-rv-show/article_4e18c192-ee05-5d4b-afcc-6871b866e831.html

Progressive Insurance Chicago Boat, Sports, and RV Show Online Giveaway

Chicago City and Press

Enter for your chance to win a pair of tickets to the Progressive Insurance Chicago Boat, Sports, and RV Show! Continue to read this ...

<http://chicago.cityandpress.com/node/5660458>

Pin to Win

Chicago Parent

1 CP reader will win a family 4 pack of tickets to the Chicago Boat Show! To enter, LIKE and REPIN this image. Winner will be chosen at 5 pm and announced on the original pin! Click through for more info on this fun family activity!

<http://pinterest.com/pin/89931323780975598/>

Nashville

Boat show returns to Nashville

Tennessean via Ashland City Times

The annual Nashville Boat & Sportshow is just around the corner. The show will be held...

<http://www.tennessean.com/viewart/20130102/ASHLANDCITY02/301020049/Sports-briefs-CCCHS-players-recognized>

Kendall Newson goes from catching passes to catching fish

The Tennessean

If Kendall Newson catches fish as well as he caught footballs, he has a bright future as a pro angler. Newson became Middle Tennessee State's ...

<http://www.tennessean.com/article/20121226/SPORTS/312260094/Kendall-Newson-goes-from-catching-passes-catching-fish>

Boat & Sportshow dates:

The Tennessean

The Nashville Boat & Sportshow is coming to the Nashville Convention Center Jan. 10-13. One of the main features will be the new Paddlefest,...

<http://www.tennessean.com/article/20121206/SPORTS11/312060019/Wild-hog-cases-bring-guilty-pleas>

Anyone going to the Nashville boat show 10-13 Jan? - Boat Shows ...

TheMalibuCrew.com

posted in **Boat Shows & Other Events**: I'm heading down on Saturday the 12th with the wife & son in the afternoon and will probably stay down town and check ...

www.themalibucru.com/forums/index.php?/topic/...

Kansas City

Kansas City Boat and Sport Show - Page 2

Crappie.com

Thread: **Kansas City Boat and Sport Show ... Kansas city outdoor and sports show**. By J.T. Crappie Guide in forum Main Crappie Fishing Forum. Replies: 5 ...

www.crappie.com/.../234493-kansas-city-boat-sport-show-2.ht...

Louisville

Progressive Louisville Boat, RV & Sportshow

LexFun4Kids

Cruise into Summer at the [Progressive Insurance Louisville Boat, RV & Sportshow](#)

Outdoors' Favorite TV Stars, a Chance to Get on the Water Indoors, and Sales to Prepare for Warm Weather Fun Among Top Reasons to Check Out Mid-South's Premier Boat & Sportshow. TICKET GIVEAWAY STARTS JANUARY 4th!! [CLICK HERE TO ENTER TO WIN!](#)
<http://lexfun4kids.com/?p=1264>

Atlantic City

Atlantic City International Power Boat Show

TheHullTruth.com

The AC **boat show** is coming up this February 6-10. I know it doesn't have a lot of larger boats like it used to, but it still has pretty good variety. Its a good show ...

www.thehulltruth.com/.../474553-atlantic-city-international-po...

Industry & Other News

Boat sales jump 10% this year

The Miami Herald

More evidence that the U.S. economy is climbing out of the recession: Sales of new recreational powerboats are estimated to be up by 10 percent in 2012, according to the National Marine Manufacturers Association.

"We are pleased to see the industry growing," NMMA president Thom Dammrich said

<http://www.miamiherald.com/2012/12/17/3142256/boat-sales-jump-10-this-year.html>

NMMA president touts industry in media tour

Trade Only today

NEW YORK - NMMA president Thom Dammrich spent the opening day of the Progressive Insurance New York Boat Show on a media tour of the Big Apple to promote the industry. Even with those hurdles, they say the marine industry is well-positioned for more growth in 2013.

<http://www.tradeonlytoday.com/home/523307-nmma-president-touts-industry-in-media-tour>

Industry sees hope with 'fiscal cliff' deal

Trade Only today

Industry leaders say they're relieved that Congress prevented the nation from dropping off the so-called "fiscal cliff," but there are still challenges ahead on several fronts.

<http://www.tradeonlytoday.com/home/523303-industry-sees-hope-with-fiscal-cliff-deal>

NMMA reports 10 percent increase in boat sales

Trade Only today

[NMMA](#) president Thom Dammrich was set to appear on the Fox Business Network's noon news hour today to discuss the estimated increase in new powerboat sales, which the group says is driven by smaller vessels and signals that the tide is turning

<http://www.tradeonlytoday.com/home/523289-nmma-reports-10-percent-increase-in-boat-sales>

NMMA seeks boatbuilders for Rio show

Trade Only today

The National Marine Manufacturers Association is asking boatbuilders to join the first USA Pavilion at the Rio de Janeiro International Boat Show

<http://www.tradeonlytoday.com/home/523245-nmma-seeks-boatbuilders-for-rio-show>

Returning to the Water: Marine Industry Group Touts 10 Percent Increase in Powerboat Sales in 2012

SportFishingMag.com

The [National Marine Manufacturers Association](#) announced today that new-powerboat sales increased an estimated 10 percent in 2012. The organization also stated...

<http://www.sportfishingmag.com/blogs/next-cast/returning-water-marine-industry-group-touts-10-percent-increase-powerboat-sales-2012>

Boaters warned about using E15

Lake Wylie Pilot

The National Marine Manufacturers Association warns boaters of the potential dangers of fuel with a high volume of ethanol.

<http://www.lakewyliepilot.com/2013/01/03/1766350/local-anglers-to-compete-in-college.html>