



PR Highlights for the week are listed below. Please see the attached document for a full TV report, which includes a total of 9 TV hits for the week beginning March 18, 2013 with a total TV publicity value of \$18,925.23 and 418,053 audience impressions.

## **Northwest Sportshow**

**Northwest Sportshow offers a world of vacation possibilities**

Minneapolis Star Tribune

<http://www.startribune.com/sports/outdoors/199074731.html>

**Anderson: What you need and what you need to know found at the Sportshow**

Minneapolis Star Tribune

<http://www.startribune.com/sports/199457201.html?src=news-stmp>

**Northwest Sportshow starts Thursday at Minneapolis Convention Center**

Outdoors Now

<http://blogs.twincities.com/outdoors/2013/03/20/northwest-sportshow-starts-thursday-at-minneapolis-convention-center/>

**Northwest Sportshow begins at Convention Center**

KARE 11 (NBC)

<http://www.kare11.com/news/article/1017544/16/Northwest-Sportshow-begins-at-Convention-Center>

**Northwest Sportshow Underway at Convention Center**

KSTP.com (ABC)

<http://kstp.com/article/stories/S2971581.shtml?cat=7>

**Weekend Transit Tips**

Minneapolis Star Tribune (blog)

<http://www.startribune.com/blogs/199198421.html?src=news-stmp>

**Anderson: Minnesotans are winning at elk out West**

Minneapolis Star Tribune

<http://www.startribune.com/sports/outdoors/198624411.html?refer=y>

**What about Bob**

Yorknewstimes.com

[http://www.yorknewstimes.com/editorial/what-about-bob/article\\_db0c24da-8d2a-11e2-b253-001a4bcf887a.html](http://www.yorknewstimes.com/editorial/what-about-bob/article_db0c24da-8d2a-11e2-b253-001a4bcf887a.html)

**Throw Axes, Fly Fish at Northwest Sportshow**

CBS Minnesota

<http://minnesota.cbslocal.com/2013/03/21/throw-axes-fly-fish-at-northwest-sportshow/>

**Los Angeles**

**VIDEO: NMMA offers recap of LA show**

Trade Only today

<http://www.tradeonlytoday.com/home/524322-video-nmma-offers-recap-of-la-show>

**Industry/Other News**

**American Boating Congress releases updated agenda, speaker lineup**

BoatingIndustry.com

<http://www.boatingindustry.com/news/2013/03/21/american-boating-congress-releases-updated-agenda-speaker-lineup/>