

PR Highlights for the week are listed below. Please see the attached document for a full TV report, which includes a total of 4 TV hits for the week beginning June 10, 2013 with a total TV publicity value of \$13,830.54 and 305,513 audience impressions.

## Chicago In-Water Boat Show

In-Water Boat Show Back at 31<sup>st</sup> Street Harbor

*Chicago Sun-Times*

<http://www.suntimes.com/sports/outdoors/20683249-452/in-water-boat-show-back-at-31st-street-harbor.html>

The Mix: Cool Things to Do 6.14.13

*Chicago Sun-Times*

<http://www.suntimes.com/entertainment/20701209-460/the-mix-cool-things-to-do-061413.html>

Vince Gets Boating Lessons at 31<sup>st</sup> Street Harbor

WBBM-TV CBS Morning News

<http://chicago.cbslocal.com/video/8991655-vince-gets-boating-lessons-at-31st-street-harbor/>

Vince Tries and Fails to go Flyboarding

WBBM-TV CBS

<http://chicago.cbslocal.com/video/8991709-vince-tries-and-fails-to-go-flyboarding/#.UbskC4-eOrU.twitter>

Vince Does His Level Best Not to Sink the 31<sup>st</sup> Street Harbor Boat Show

WBBM-TV CBS

<http://chicago.cbslocal.com/video/8991638-vince-does-his-level-best-not-to-sink-31st-street-harbor-boat-show/>

Chicago In-Water Boat Show: Flyboards, Quadskis, electric boats on display this weekend

WGN-TV

<http://wgntv.com/2013/06/14/chicago-in-water-boat-show-flyboards-quadskis-electric-boats-on-display-this-weekend/>

Read more: <http://wgntv.com/2013/06/14/chicago-in-water-boat-show-flyboards-quadskis-electric-boats-on-display-this-weekend/#ixzz2WERO18rp>Chicago In-Water Boat Show

WLS-TV ABC Morning News

<http://abclocal.go.com/wls/story?section=resources&id=9137202>

"The Chicago Scene"

WGN "MidDay Live"

[http://landing.newsinc.com/shared/video.html?freewheel=91046&sitesection=122\\_WGN\\_Midday\\_News\\_Segments&VID=24866809](http://landing.newsinc.com/shared/video.html?freewheel=91046&sitesection=122_WGN_Midday_News_Segments&VID=24866809)

Chicago Boat Show Kicks Off on Lake Michigan

FOX-TV Chicago "Good Day Chicago"

<http://www.myfoxchicago.com/story/22582441/chicago-boat-show-on-lake-michigan-begins>

Print & Online Calendar (print included large photo)

*Southwest Airlines Spirit Magazine*

<http://www.spiritmag.com/calendar/>

Agenda

*The Chicago Reader*

<http://www.chicagoreader.com/chicago/chicago-in-water-boat-show/Event?oid=9999258>

10 Things to do This Weekend

*Crain's Chicago Business*

<http://www.chicagobusiness.com/article/20130613/NEWS0701/130619918/10-things-to-do-this-weekend>

Weekend Recommender: June 13-16

*Michigan Avenue Magazine*

<http://michiganavemag.com/channels/home-page/insights/weekend-recommender-in-water-boat-show-porsche-concours>

Boat Show Is Coning to Chicago's Lakefront

*Chicago Now*

<http://www.chicagonow.com/illinois-outdoors/2013/06/boat-show-is-coming-next-week/>

Call Sheet

*Biz Bash*

<http://www.bizbash.com/june-7-2013-bet-awards-app-adds-gaming-elements-shopping-tips-for-summer-entertaining-accessories-more-irs-conference/new-york/story/26393/#sthash.mVYZBVJu.dpbs>

Lake Michigan Is Officially Open For Business With The Progressive Insurance Chicago In-Water Boat Show Kicking Off Summer, June 13-16

*A Chicago Thing*

<http://www.achicagething.com/lake-michigan-is-officially-open-for-business-with-the-progressive-insurance-chicago-in-water-boat-show-kicking-off-summer-june-13-16/>

All Over the Map

*Milwaukee Journal Sentinel*

<http://www.jsonline.com/features/travel/all-over-the-map-b9923597z1-210622171.html>

Plethora of alewives, Chinook in Lake Michigan

*Post-Tribune*

<http://posttrib.suntimes.com/sports/20588458-556/plethora-of-alewives-chinook-in-lake-michigan.html>

Calendar

*Chicago Parent*

<http://www.chicagoparent.com/resources/going-places/fairs--festivals/june/progressive-insurance-chicago-in-water-boat-show/events/progressive-insurance-chicago-in-water-boat-show>

Freebie Friday Giveaway

*Chicago Parent*

<http://pinterest.com/pin/89931323781923828/>

Father's Day Calendar To Dos

*Chicago Tribune*

Things To Do

Choose Chicago

<http://www.choosechicago.com/event/Chicago-InWater-Boat-Show/21878/>

Splash

*Chicago Sun Times*

<http://splash.suntimes.com/2013/06/06/the-calendar-june-9-15/>

Four Spectacular Spots for an Outdoor Workout-FREE!

Racked

<http://chicago.racked.com/archives/2013/05/31/free-yoga-in-chicago.php4>

Calendar listing with photo

*CS*

Calendar listing with photo

*Men's Book*

Calendar listing with photo

*Great Lakes Boating*

June 2013 issue

Calendar listing with photo

*Lakeland Boating*

Listing

*Metromix Chicago*

<http://chicago.metromix.com/events/mmxchi-chicago-in-water-boat-show-2-event>

Online calendar listing

*Midwest Living*

Online calendar listing

*Muscle Boats of America*

<http://www.muscleboatsofamerica.com/permalink.php?id=27>

Calendar

*Pantagraph*

[http://www.pantagraph.com/calendar/sports\\_and\\_recreation/progressive-insurance-chicago-in-water-boat-show/event\\_b24a5a62-9707-11e2-b0d7-2398ab0a4f92.html](http://www.pantagraph.com/calendar/sports_and_recreation/progressive-insurance-chicago-in-water-boat-show/event_b24a5a62-9707-11e2-b0d7-2398ab0a4f92.html)

Online calendar listing

*Today's Chicago Woman*

Calendar listing  
*Suburban Living*  
June 2013

"Out and About"  
*West Suburban Family*  
Summer 2013

Chicago In-Water Boat Show Opens Thursday  
Trade Only today

<http://www.tradeonlytoday.com/home/525542-chicago-in-water-show-opens-thursday>

## **San Diego International Boat Show**

San Diego International Boat Show Provides All Access

Scoop San Diego

[http://scoopsandiego.com/news/local/progressive-insurance-san-diego-international-boat-show-provides-all-access/article\\_a1c168f8-d3ab-11e2-a799-0019bb30f31a.html](http://scoopsandiego.com/news/local/progressive-insurance-san-diego-international-boat-show-provides-all-access/article_a1c168f8-d3ab-11e2-a799-0019bb30f31a.html)

Contest: Win a Family-Four-Pack to the San Diego Boat Show

*LaJolla Patch*

<http://lajolla.patch.com/groups/patch-giveaways/p/contest-win-a-family-fourpack-to-the-san-diego-international-boat-show>

SD International Boat Show Coming June 20-23

*The Log*

<http://www.thelog.com/Local/Article/San-Diego-International-Boat-Show-Coming-June-20-23>

## **NMMA**

88 Million Americans Expected to Take to U.S. Waterways This Summer

Best of Boating

<http://www.bestofboating.com/2013/06/88-million-americans-expected-to-take-to-u-s-waterways-this-summer>

Recreational boating is \$121 billion economic driver for U.S.

Boating Industry

<http://www.boatingindustry.com/news/2013/06/11/recreational-boating-is-121-billion-economic-driver-for-u-s/>

NMMA Reports New-Boat Sales Gains in 2012

Trade Only Today

<http://www.tradeonlytoday.com/home/525561-nmma-reports-new-boat-sales-gains-in-2012>

Recreational Boating- A \$121 Billion Driver for U.S.

Marine Link

<http://www.marinelink.com/news/recreational-economic355527.aspx>

Recreational Boating is \$121 Billion Economic Driver for U.S.

Scuttlebutt Sailing News

<http://www.sailingscuttlebutt.com/tag/national-marine-manufacturers-association/>

Recreational Boating is \$121 Billion Economic Driver

Surflines.com

[http://www.surflines.com/surf-news/news-wire/recreational-boating-is-121-billion-economic-driver\\_97343/](http://www.surflines.com/surf-news/news-wire/recreational-boating-is-121-billion-economic-driver_97343/)

Recreational Boating is \$121 Billion Economic Driver for U.S.

PYMNTS.com

<http://www.pymnts.com/news/businesswire-feed/2013/june/11/recreational-boating-is-121-billion-economic-driver-for-u-s--20130611005402>