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**SYRACUSE ICE FISHING SHOW FEATURES
AFFORDABLE WAYS TO ENJOY WINTER**
Show starts Friday, Dec. 10 at the Oncenter Convention Center

SYRACUSE, N.Y. – (Nov. 22, 2010) – Ice fishing enthusiasts will have a chance to find everything they need for above, below and on the ice at the 3rd annual Syracuse Ice Fishing Show, Dec. 10-12, at the Oncenter Convention Center. This year's show will feature the latest ice fishing products and services to get geared up for the upcoming ice fishing season.

The show will feature all new merchandise at a variety of price points to fit any budget, including fish houses, augers, underwater cameras, digital fish finders, rods, reels, tackle, accessories, apparel and much more. Attendees will be able to shop the best deals of the year from dealers across the country, perfect for the holiday season for any enthusiast on the list.

“We are excited to be back in Syracuse for a third year with more exhibitors, products, seminars and the addition of a kids area,” said show manager Laurie Hallowell. “It is a great time for families to shop a wide of products, all under one roof, and stock up on the essentials for another season.”

The show will also feature daily seminars by well-known industry experts such as Dave Genz, Tony Boshold, James Holst, and Nathan Krusko with tips to maximize the ice fishing experience. Sponsored by MarCum Technologies.

Show attendees will have the opportunity to win the “Ultimate Ice Fishing Giveaway,” an entire package of ice fishing products including the Voyager TCX ice fishing shelter and an IceArmor™ suit from CLAM, an ice auger by Jiffy, a MarCum VS620 Underwater Viewing System and a Showdown Troller Handheld Sonar, and tackle by Northland Fishing Tackle.

Kids will also have an opportunity to participate in the show. Jiffy Ice Drills will be sponsoring a kid's area on Saturday, December 11, which will feature the FIRST scavenger hunt for kids, keeping them entertained and busy while attendees shop the show.

The 3rd annual Syracuse Ice Fishing Show – sponsored by Dodge RAM, Thorne Bros, Jiffy Ice Drills, and MarCum Technologies -- will take place at the Oncenter Convention Center, Dec. 10-12, 2010. Show hours are Friday 4 p.m.-9 p.m., Saturday 10 a.m.-7 p.m. and Sunday 10 a.m.-4 p.m. Tickets are \$6 for adults and free for children under 12. Adults can purchase their tickets online to receive \$2 off the price of admission. For more information, a list of show exhibitors and discounted online tickets, visit www.SyracuseIceFishingShow.com.

About Affinity Events

Affinity Events, www.agievents.com, is a division of Affinity, which owns and operates recreation-focused consumer shows throughout North America. The division currently produces shows serving the RV, boat, snowmobile, ATV, home and garden, and ice fishing markets. Affinity, www.affinitygroup.com, is the nation's largest provider of outdoor clubs, services, media and events that service the safety, security, comfort and convenience needs of the North American recreational vehicle (RV) and outdoor enthusiast market. By providing information, insights, and resources, the company champions the fun, freedom, and adventure of recreation in motion. The company works to enhance its customers' recreational experiences and build the communities that share and promote their fun and adventurous lifestyles.

Affinity is organized into four different business units – Affinity Media, Affinity Clubs, Affinity Events and Affinity Ventures. Corporate headquarters are located in Ventura, Calif. Subsidiary operations and divisions can be found at multiple locations throughout the United States.

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