

Media Advisory

*from Lake Erie Marine Trades Association
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NEW BOAT SHOW SET TO OPEN IN DOWNTOWN CLEVELAND

Cleveland's downtown North Coast Harbor will become a hub of nautical activity when nearly one hundred new pleasure boats of all sizes tie up for a new 3-day boat show, Friday thru Sunday, September 15-17.

The free boat show is being staged by the Lake Erie Marine Trades Association (LEMTA) in the shadow of the iconic Rock and Roll Hall of Fame. The show boats will take over all the popular transient docks in the appropriately named Rock & Dock Marina that boaters flock to each year to visit downtown Cleveland and all the amenities surrounding the harbor area.

"The boats will range in size from small personal watercraft to luxury motor yachts," says LEMTA president Bryan Ralston. "It's an opportunity to showcase boats and the urban boating lifestyle in an exciting location in the heart of our major market city. Most major boat brands will be represented by dealers from across northern Ohio."

The boat show will be the center of the weekend's energy and activity that surrounds the harbor. The show purposely opens on Friday so workers from the many nearby office buildings can stroll down to see the activity. Moreover, it's expected to attract people now living in the abundance of new condos and apartments that are part of Cleveland's rapid downtown growth.

"We also expect boaters from well outside the Cleveland area to be drawn by this boat show to experience all the North Coast Harbor offers, perhaps many visiting it for the first time," predicts Ralston. "So we're not only promoting the boats, but our fabulous Rock Hall, the Great Lakes Science Center, the floating Steamship William G. Mather Museum, the USS Cod submarine Museum and more. There's truly a unique collection of attractions surrounding this harbor."

Besides the boats, which are all open for public boarding, there will be food trucks and music outside on the Rock Hall's grand courtyard; dining at the adjacent Nuevo Cleveland Restaurant that overlooks the harbor and the boat show; a new Rock Hall Café inside on level 1 adjacent to the Rock and Dock Marina; and the venerable Goodtime III that offers narrated waterfront cruises.

This will be the first boat show staged in downtown since 1986 when the big Mid-America Boat Show held each January moved out to the I-X Center. Unlike in winter, however, the in-the-water format of this show allows visitors to climb aboard and "feel" the boats in their natural environment. In addition, this location lends itself to qualified sea trials and demonstrations.

Boat Show Admission is FREE. The boats will be open for boarding: Friday 11 a.m.-8 p.m.; Saturday 11 a.m.-8 p.m.; Sunday 12-6 p.m.

For the latest additional information, go to: www.northcoastharborboatshow.com