



Press Release

The Hunting, Fishing and Camping Show 2010

Come and celebrate the seasons!

Montreal, February 22 - Hunting, fishing and outdoors aficionados will be thrilled. Montreal Hunting, Fishing and Camping Show, presented by Toyota, will be opened from February 25 through February 28, 2010, at Place Bonaventure. With more than 250 exhibitors, the show invites you to **come and celebrate the seasons**. By visiting the show, which includes reserved sections specifically for hunting, and for fishing and camping, a record number of outfitters (no less than one hundred businesses) and outdoor destinations, you are guaranteed to find there the most complete offer in the province. The largest outdoor activities show in Quebec is also renowned for its great diversity. Besides its hunting, fishing and camping dimensions, the show also features the best known brands of boats, ATV's and RV's, and much more!

Unique Opportunities

The Montreal Hunting, Fishing and Camping Show allows fishing fans to quench their thirst for the outdoors by getting access to a huge variety of lures, reels, rods and tips to be even more successful in their favorite activity. Fans will also notice the fact that the hunting pavilion is back again this year due to the incredible success it had last year. It is therefore more than 50 exhibitors that will present people with their products, from clothing to firearms, as well as archery. People will also have an opportunity to look at mounted animals, including a werewolf—an extremely rare creature, or else to view hunting videos in *Le Bistro Cinema Le Camp* section, in a relaxed atmosphere.

Guest Speakers

Over the past years, the Montreal Hunting, Fishing and Camping Show became THE reference with regards to seminars given by experts. Over a four-day period, Thursday through Sunday, more than 50 seminars will be given in the Toyota showcase area, which hardly leaves any room for breaks... Of course, the show's fishing representative Patrick Campeau will thrill the crowd with his seminars on his personal fishing tips. The professional fisherman will show you how to catch more fish, focusing on walleye in some

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of his presentations. Michel Therrien, who is an author, a specialist and a renowned big game hunting guide, will fascinate his audience with an explanation of his revolutionary moose hunting technique using a hunting attractant post. Deer hunting fans will not want to miss Louis Gagnon's seminar. Mr. Gagnon is an author, biologist, hunting guide and renowned specialist of this specific type of hunting, and he will focus on the management of the deer population in the province. Michel Lahaye will also fascinate bird hunters by concentrating on the Canada goose. But the list is not over, as other experts will also join in. Mathieu Roy and Raynald Dancause, co-hosts of Vox Channel's *Rendez-vous Chasse et Pêche* show, will give a one-of-a-kind conference on their latest hunting expedition in Africa. Spectacular images guaranteed! Moreover, the show organizers are pleased to welcome Johanne Brousseau, a new guest speaker who will dedicate her seminar to women. Other famous guests will also join in, including Dave Mercer (seminar in English), the Facts of Fishing TV show host, who will team up with Patrick Campeau for a seminar. Thomas Pigeon, host of the Canada in the Rough show, will amaze the audience with breathtaking hunting opportunities in Canada. Please visit us at www.salonchassepeche.ca to obtain more information on the seminars.

Special Features

The numerous activities at Montreal Hunting, Fishing and Camping Show are also one of its most remarkable features. Returning visitors will thus be pleased to find again the Trigger X trout fishing pond. This pond will give visitors an opportunity to stretch their arms by catching themselves a trout for dinner while contributing to a good cause. Indeed, the cost being \$5 per fish, all this activity's profit will be donated to *Fondation Interaction Famille Hochelaga-Maisonneuve*, an organization that helps children in need to escape their day-to-day reality by enjoying an outing to *Pourvoirie Trudeau Évasion Plein Air*.

Archers will also have an opportunity to test their skills by shooting a few arrows in a specially dedicated area.

Also back by popular demand is the Crosman shooting range, where you will be able to demonstrate your accuracy as a sharpshooter.

The fly fishing pond is also back in the show's 2010 edition.

Family Activities

The show's organizers have not left children behind. First and foremost, throughout the show, children will have an opportunity to shake hands with our mascot Jack the raccoon. Moreover, between 10 and 11:30 a.m on Sunday

February 28, on a first-come, first-served basis, children will receive presents—including a raccoon plush—and will also be allowed to fish in the fishing pond for free and to participate in a number of different activities.

Contests

To crown it all for all visiting fans, the Montreal Hunting, Fishing and Camping Show gives you a chance to win the trip of a lifetime. Visitors will indeed have an opportunity to participate in the *Vivez la pêche extrême, gagnez la pêche de votre vie, en compagnie de Patrick Campeau* contest. The \$10,000 prize is an all-included trip to the Northwest Territories for giant lake trout and grayling at Plummer's Arctic Lodges (www.plummerslodges.com), one of the most remarkable outfitters in Northern Canada.

Children between 9 and 15 will also get a chance to win a one-week stay at lake Saint Pierre's Fishing Academy—one full week of fishing and learning about the biodiversity of this superb ecosystem.

SYM Canada also offers visitors an opportunity to win a scooter worth \$2595!

The Montreal Hunting, Fishing and Camping Show : A Non-profit Organization

Montreal Hunting, Fishing and Camping Show, presented by Toyota Canada, is supported by Canadian National Sportsmen's Shows. This non-profit organization redistributes a large proportion of its revenue to support educational projects related to the outdoors and to the protection of the natural environment in Canada. Since its creation in 1948, the Canadian National Sportsmen's Shows has redistributed over 31 million dollars to various organizations and to various Canadian projects.

For more information on Montreal Hunting, Fishing and Camping Show held at Place Bonaventure from February 25 to February 28, 2010, please visit our brand new website at www.salonchassepeche.ca.

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