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Thursday, 15 January 2009

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MBY News

South Wales Boat Show boost

The South Wales Boat Show was officially opened Friday 13 June by Managing Director of National Boat Shows (NBS) Andrew Williams.

The opening ceremony, which was also attended by NBS Chairman Alan Morgan, senior Welsh dignitaries and a class of local school children was hosted at the home of the show, Magram Park near Port Talbot.

Despite fuel fears and damp weather conditions on the first day, the newly established three-day event went on to attract record numbers of visitors.

Andrew Williams commented on the event: "NBS have worked closely with the South Wales Boat Show as we believe it is an event which is helping to grow boating through attendance at the show.

"We have also worked with them to cross promote shows, which has been a great success.

"The event was well presented and appeared far bigger than last year. We look forward to a long relationship with the South Wales Boat Show in the future.

"NBS will be expanding its 'Friends of the Show' campaign to include additional non competitive shows and marine events which we believe is an excellent way to promote and grow boating across the UK."

Features at the show ranged from advice on how to build the perfect sand castle to an enlarged and improved 'Come and Try' programme incorporating Zapcats, Jetskis, Sailing Dinghies, Canoes and Inflatable Speedboats.

Show organiser Ben Sutcliffe was thrilled with the outcome: "We're delighted to have had the support of National Boat Shows and it was brilliant that Andrew and Alan took the time and effort to personally attend our regional show.

"In particular their generous sponsorship of our 'Come and Try a Watersport' feature enabled a record breaking number of 1800 family members to enjoy a free taste of boating on the lake.

"We are really looking forward to working further with National Boat Shows in the future -including the inaugural North Wales Boat Show at Bangor next month."

Motor Boat and Yachting , Motor Boat and Yachting, 23 June 2008

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