



*For Immediate Release*

## **The Toronto International Boat Show asks *HOW DOES YOUR DOG CHILL?***

**Canada's largest boat show launches contest for 2011 show  
January 8-11, 2011 Direct Energy Centre**

(Toronto, ON) August 31, 2010— There is a very special connection between boaters and their dogs. People go boating to connect with friends and family, and dogs are very much a part of the family. Dogs love to spend time on and in the water...and there are some that like to show off their real talents, performing amazing and often quirky tricks. Those are the dogs that the 2011 Toronto International Boat Show would like to "spot"-light in the "How Does Your Dog Chill?" contest.

Film your pooch getting "wet and wild" on the water. Whether he's boating, waterskiing, swimming, diving or performing some other cool trick the Boat Show wants to see! Upload your video for judging and the top five finalists will be selected to perform live on the second Saturday of the show (Saturday, January 15, 2011) at the Toronto International Boat Show.

Entries can be submitted at **[CHILLONLINE.CA/TORONTOBOATSHOW](http://CHILLONLINE.CA/TORONTOBOATSHOW)**

Cynthia Hare, Toronto Boat Show Manager expects it to be a very entertaining competition. "Duma, the waterskiing dog has been such a hit with our audiences for the past two years that we thought it would be fun to see how other dogs "chill" on or in the water," said Hare. "We heard from so many boaters wanting to share their dog tricks so here is a great opportunity to send us what your pup can do."

The grand prize for top "chilling" dog is a \$2,000 shopping spree at the Toronto International Boat Show.

The top five finalists will receive

- Two nights accommodations at the Westin Harbour Castle
- \$100 spending money
- Dinner for four at Henry's Fish House
- Four passes to the Toronto Boat Show

Every valid entry will receive two tickets to the Toronto Boat Show.

### **About the Toronto International Boat Show**

The Toronto International Boat Show is owned by Canadian Boat Shows Inc. It is one of the largest consumer boat shows in North America and one of the preeminent selling venues for the recreational boating industry. The 2011 Toronto Boat Show is scheduled for January 8-16 at the Direct Energy Centre, Exhibition Place.

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