

# NEWS RELEASE

## FOR IMMEDIATE RELEASE

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MIAMI, FL (APRIL 22, 2008) – The 2nd Annual Toyota Tundra Marine SuperShow & Outdoor Living Festival, presented by Wave Magazine & WaveLife.com, will be held at Haulover Park & Marina from Friday, April 25, 2008 through Sunday, April 27, 2008. The show will be open from noon-8 p.m. on Friday, 10 a.m.- 8 p.m. Saturday and 10 a.m. – 6 p.m. on Sunday.

Water enthusiasts and boaters from all over South Florida will head out to the Marine SuperShow to see over 300 new boats on display, as well as a dozen or so new Toyota Tundras and other Toyota vehicles. In addition, the show will offer the “Boat Trader Pre-Owned Marine Marketplace, where attendees can browse nearly 50 used boats as well as pre-owned marine electronics and accessories. “We brought in the used boats this year so that we could truly have something for everyone, regardless of their budget”, said David Lowitz, Associate Publisher of Wave Magazine and the SuperShow’s Director.

Also on site will be RV’s, custom built golf carts, an arts and crafters village, great food and drinks, live music and plenty of hands-on product demos. “The Marine SuperShow will literally bring everything we cover in the magazine to life,” says Lowitz. “Wave is a lifestyle magazine...not a magazine that just features boating. This show mirrors the magazine, its all about enjoying the South Florida lifestyle, whether as a boater, or just someone who enjoys spending time outdoors.

While the Marine SuperShow will always be a boat show at its core, there is also the “Outdoor Living Festival” portion of the show that should be a big hit with show attendees. “We live in a unique part of the country where we can be outdoors living and loving life on, in and around the water 12 months a year. Our show will feature everything from tiki huts to pools and spas and outdoor lighting as well as many other products that enhance the ‘outdoor living’ lifestyle,” added Lowitz.

Show attendees can also see an awesome collection of offshore power racing boats. Additionally they can visit the artists and crafters village which showcases everything from couture jewelry to traditional art on canvas to glasswork and yard sculptures. The Miami Herald's Kids' Zone will keep kids of all ages entertained as will the Florida Marlins Street Team which will be at the show on Saturday from 2 - 6 p.m.

Several radio stations will be on site throughout the weekend. WQAM will be on site Friday from 4 to 6 p.m. and again Saturday from Noon – 2 p.m. However, the radio event that is expected to draw the largest crowds will be hosted by Power 96's DJ Laz on Sunday from Noon – 2 pm. DJ Laz' Hydra Sport boat will be on display throughout the weekend. 99.9 Kiss Country will wrap things up on Sunday with a live remote from 2 p.m.-4 p.m.

Parking is plentiful and only \$5. Admission is also only \$5 per adult and kids under 18 get in free with a paid adult. Additional show information including an interactive map to find Haulover, a show floor plan, *a buy one, get one free coupon* and other FAQ's can be found at the show's website, [www.wavemarinesupershow.com](http://www.wavemarinesupershow.com)

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*Wave Magazine*, which is owned in part by McClatchy Group, publishers of *The Miami Herald* and *el Nuevo Herald*, has seen significant growth since its debut five years ago. With its distribution in both The Miami Herald and the Tampa Tribune, Wave is now the largest circulated marine lifestyle publication in the State of Florida with a combined print and web readership of more than 1,000,000. More information at [www.wavelife.com](http://www.wavelife.com)

**Haulover Park & Marina** is nestled in Haulover Beach Park between the Atlantic Ocean and the Intercoastal Waterway at 10800 Collins Ave in Bal Harbour. With renovations currently underway to incorporate 71 new boat slips, additional parking and new landscaping, Haulover Park & Marina is home to the largest charter/drift fishing fleet in South Florida. The 180-acre park also has two on-site restaurants, an ice cream shop, souvenir shop, bicycle rentals, picnic areas and kite rental concessions. Several underground tunnels lead beachgoers to sparkling Haulover Beach without having to cross Collins Ave.