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FOR IMMEDIATE RELEASE

The Auckland International Boat Show has always been renowned for its showcase of the latest New Zealand and international innovations and technological developments in boats, engines and marine equipment. This, the show's 10th anniversary promises to be grander than ever! The 2008 show will see the largest ever display of New Zealand and international brands of yachts and launches on the purpose built boat show marina and to accommodate additional on land exhibitors this year's show has expanded to include the original Team New Zealand America's Cup shed.

Located in the new shed, a fashion show will feature at the bumper 10 year anniversary show with new ranges of marine clothing, croc shoes, gorgeous summer dresses, nautical menswear and the latest in marine wet weather gear.

Executive Director of the Marine Industry Association of NZ Mr Peter Busfield says 'In its 10 years since inception this show has played a major role in developing a vibrant New Zealand Marine Industry that enjoys \$1.8billion turnover, \$600million in exports, employs 10,000 New Zealanders and has 600 Boating Industry Training Organisation apprentices'.

And with a host of international media flying in to peruse this world renowned event it's no wonder the show continues to be recognized by and accepted as a member of the International Federation of Boat Show Organizers (IFBSO). As Auckland's major maritime event the show is also proudly supported by the Auckland City Council.

With deliciously warm coastal climates and a myriad of gorgeous seaside restaurants, bars, bistros and world class hotels, the Auckland International Boat Show is the place to see and be seen this summer!

DATES

6th - 9th March 2008

OPENING HOURS

10am - 6pm Thurs - Sun

PRICE

Adults \$16

Children \$8 (15 years and under)

Under 5 Free of Charge

Family Pass \$40 (2 adults and up to 3 children)

All Show Pass \$25 (for all four days)

LOCATION

VIADUCT HARBOUR

AUCKLAND

NEW ZEALAND

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BOATING
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