



News Release

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Exhibitors sought for County fall and winter sports and recreation show

Aroostook County - Plans are underway for the first of what organizers hope will be an annual fall and winter sports and recreation show designed to showcase northern Maine's fast-growing industry that caters to outdoor enthusiasts just prior to and after the snow begins to fly.

Hundreds of prospective exhibitor invitation letters have been mailed to businesses and organizations throughout the region for the Aroostook County Fall and Winter Sports and Recreation Show planned for The Forum in Presque Isle on September 29 and 30. The trade show event is coordinated by the NMCC Foundation.

"Aroostook County has a number of well-organized and well-attended trade shows in the spring season to showcase opportunities, products and services available in this region for the warmer months, but really nothing of this kind in the fall that looks ahead to the lucrative winter season," said Angela Berry-Thompkins show coordinator. "With the burgeoning interest in fall and winter sports and recreation here in the County, and growing importance of the winter season to the region's economy, and the numerous opportunities it provides to visitors and locals alike, an event of this kind is greatly needed."

Exhibitors participating in the show are expected to include representatives from the snowmobile and ATV recreation sector, including area retail dealers, local clubs and other organizations that benefit from the industries. Also taking part will be organizations and business that cater to other fall and winter sports including hunting, cross-country and alpine skiing, biathlon, snowshoeing and ice fishing to name a few.

Organizers are also turning to other businesses in Aroostook County and neighboring Western New Brunswick who cater to individuals who are looking for alternative ways to pass the long winter season.

“The show has already attracted interest from prospective exhibitors who take care of individuals who approach the winter season as something to ‘get through.’ We already have interest from prospective participants including healthcare organizations that will provide tips for staying healthy, and businesses that offer home entertainment and other ideas for things to enjoy indoors if the great outdoors isn’t your thing during the colder months,” said Berry-Thompkins.

Because of this, Berry-Thompkins sees the fall and winter sports and recreation show as an event that will have something of interest for the entire family.

“The focus is clearly on what folks here do in the fall and winter. We are certain the diversity of exhibitors will reflect the myriad of things available for residents and visitors to our part of the world at this busy time of year,” said Berry Thompkins.

The 2007 County Fall and Winter Sports and Recreation Show will be held on September 29 from 9:00 a.m. to 8:00 p.m. and on Sunday, September 30 between 10:00 a.m. and 4:00 p.m.

For more information on the event or to request a prospective exhibitor’s packet of materials, contact Berry-Thompkins at (207) 760-1188.

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