



News Release
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SOUTHWESTERN ONTARIO'S BIGGEST REGIONAL BOAT FISHING & OUTDOOR SHOW PRODUCER EXPANDS TO BARRIE

Continuum Productions expands Boat Fishing & Outdoor Brand to the Gateway of Muskoka

MISSISSAUGA – Continuum Productions Inc., producers of the biggest suburban boat fishing & outdoor shows in Southwestern Ontario; The London Boat Fishing & Outdoor Show, & The Hamilton Boat Fishing & Outdoor Show have agreed to terms with the City of Barrie to expand their show brands into Barrie beginning February 7-9, 2020.

“It is a natural extension of our brand to expand to Barrie. It fits our suburban model and puts us at the gateway to Muskoka where boating, fishing & outdoor living is at the centre of family life.” commented Dwayne McKillop president of Continuum Productions Inc. “We have been working with the City of Barrie for some time now on this opportunity and are pleased that we have formed a model that will meet the needs of all stakeholders. The Barrie region deserves this and we feel the community will embrace it as they have with our other shows in London & Hamilton” said McKillop.

Dwayne and his team have been involved in the production of some of the largest, most professional and successful consumer shows worldwide in the RV, Boat, Fishing & Home Industries. “We needed to find a partner to work with that shared our vision for this type of regional consumer Boat Fishing & Outdoor show based in Barrie to drive sales and sales leads for some of the most trusted businesses in the area. Rob Bell and his team at the City of Barrie including Economic Development & City Council have all been top notch and after touring several suggested facilities in the area it was clear that the best fit for the experience we will create will be done at East Bayfield Community Centre.” Stated McKillop

“Based on our experience in other markets in SW Ontario, the economic impact of this show on the region will be huge and drive thousands of people into the area. We needed a facility that could handle the size and scope of events we produce while allowing us to create experiences for those who attend the event. This facility allows us to use a huge pool for scuba diving, canoe & kayak demos, paddle boarding and casting lessons” The multiple hockey arenas and several basketball courts along with the large open lobby and full 2nd floor will allow us to create a summer time feel when you walk through the door”

“We will work extremely hard to make the community proud of what we were bringing to the region. We will also be focused on supporting several local organizations through this event and can’t wait for 2020” said McKillop.

For more information on Continuum Productions Inc., please visit www.continuumevents.ca

For more information about SW Ontario’s Biggest Boat Fishing & Outdoor Shows please visit www.ontarioboatshows.com

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