



News Release

15TH April 2010

Is it a Bird, is it a Plane??? – No, it's a Boat!!

Final preparations for the forthcoming Jersey Boat Show in association with Barclays Wealth are well underway and as part of the promotional campaign to raise awareness of the event, organisers have taken the unusual step of installing a 44 foot (13.68metres) boat at Jersey Airport.

Although it may appear an unusual venue to promote a maritime event, according to Jersey Harbours Commercial Director, Myra Shacklady the Airport is the ideal location. She explained, "The Jersey Boat Show attracts thousands of visitors over the three-days, many of whom are holidaying in Jersey at the time. What better way of promoting this event to them as well as local residents, many of whom travel frequently than by installing a boat at the principal gateway to the Island".

Jersey Airport's Terminal & Security Manager, Steve Read agrees. He said, "The boat will certainly be a talking point amongst passengers and staff at the airport and if it helps to raise awareness of the Jersey Boat Show to potential visitors we are more than happy to accommodate it here".

The Fairline Targa 44 has been generously supplied by local company Offshore Nautical Group who are the islands suppliers of Fairline, Glastron, Rodman and Bayliner. She measures 44ft (13.68 meters) overall, 13ft 3in (4.04m) wide and weighs in at almost 12 tons (11,300kg).

Now in its third year the Jersey Boat Show, in association with Barclays Wealth, combines an exciting marine market place with a lively maritime festival, all free for locals and Island visitors.

Once again the Royal Navy will take centre stage. This year their presence will include the impressive Fisheries Protection vessel, HMS Mersey, a number of Navy training vessels, both

power and sail, and the world-beating Band of Her Majesty's Royal Marines. The band will be performing an unmissable Beat Retreat ceremony during the Show.

All shapes and sizes of boats will be on display and for sale at the show. The marina will feature a fascinating mix of aspirational and practical power boats and sailing yachts. Whilst on the land visitors will find smaller boats and a host of equipment and accessories.

For those who just want to dream and catch the festival atmosphere there'll be food aplenty, live stage entertainment and activities, both on and off the water.

The boat will be located at Jersey Airport up to and throughout the Jersey Boat Show, which takes place over the Bank Holiday Weekend of 1 - 3 May 2010.

Visit www.jerseyboatshow.com for more information.

- Ends -

Notes to Editors:

Please contact Boat Show Co-ordinator, Sara Felton for further information on 447745 or 07797 787 872.

Jersey Boat Show's Facts and Figures

- This year's theme is 'Youth' and there will be a special focus on youth organizations and activities for younger Islanders.
- The Show was officially launched on board the Royal Navy mine hunter, HMS Walney when she was brought into St Helier Harbour by her Commanding Officer, Old Victorian, Lieutenant-Commander Marcus Jacques, in December.
- The popular Jubilee Sailing Trusts tall ship, Lord Nelson will be among the other features to return to Jersey.
- An estimated 20,000 visitors enjoyed the Boat Show last year which featured nearly 80 exhibitors and more than 80 boats of all shapes and sizes.
- Overall during 2009 maritime visitors to Jersey were up 8% on 2008.
- During the whole of 2009 22,000 yachtsmen arrived, with 7,600 boats and an average stay of two and half days.