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FOR IMMEDIATE RELEASE

THE SOUTH WEST INTERNATIONAL BOAT SHOW OCTOBER 2ND-5TH, 2008

The Boating Trades Association of Metropolitan Houston has announced today that they have cancelled plans to organize an in-water boat show this year and instead will support the South West International Boat Show, organized by MMD Communications.

The South West International Boat Show will take place October 2nd-5th, at the Kemah Boardwalk Marina, and will be the largest in-water boat show ever to come to the Bay Area Houston.

A big, bustling "Florida Style" boat show with over 400 boats in the water and 200 more onshore. Boat demos, luxury RV's, exotic cars, fashion shows, fishing and boating gear and live music from the Bahamas will ensure that this event offers four fabulous days of fun in the sun for all the family.

Parking at the Kemah Boardwalk, the Houston Space Center and on NASA Road One, with frequent boat show shuttle buses, will make it easy to visit the event.

The South West International Boat Show is sponsored by:
Budweiser
GMC
Kemah Boardwalk
Southwest Airlines

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www.southwestinternationalboatshow.com