

'START BOATING' campaign at the Düsseldorfer Yachtclub

Watersports for newcomers!

The nationwide 'START BOATING' campaign will be stopping off at the Düsseldorfer Yachtclub e.V. on 2 and 3 September 2017 following its successful launch last year. It is the event where newcomers and anybody else who is interested can enjoy a free trip on the River Rhine to find out if they are interested in boating activities. "We were already able to inspire many participants and create the foundations for a new fantastic hobby last year. We want to continue this successful course!" The organiser Lars Thierling explains.

The variety of boating sport activities may be experienced from 10.00 a.m. to 6.00 p.m. on both days of the event. START BOATING is the event for newcomers and enthusiasts to take the helm themselves. Participants may book different types of boats in advance and free of charge – a variety of boat sizes ranging from four to nine metres in length is available to choose from. The motors used on the boats are as diverse as the boats themselves: the spectrum ranges from 10 kW electric motors that do not require licences to 201 kW powerful inboard engines. So there is (almost) no limit to the boating fun to be had. But the fun does not stop with the boating trips: Face painting, lifeline throwing and a bouncy castle will also be available for young visitors to enjoy.

Established by the Bundesverband Wassersportwirtschaft e.V. (BVWW) and supported by boot Düsseldorf and others, the campaign's aim is to 'get young people to enjoy boating activities' as Jürgen Tracht, Managing Director of the BVWW, explains. "We are inviting everyone to experience the fascination of getting up close to these activities with START BOATING: By themselves, with family or friends. We want to create unforgettable moments on the water for newcomers and so stimulate their interest in more."

Petros Michelidakis, Director of boot Düsseldorf: "START BOATING is an excellent entry point for watersports enthusiasts as well as for people of all ages who have not previously had the opportunity or even the courage to take the helm into their own hands. This campaign hopes to be the



20.-28.1.2018
www.boot.de



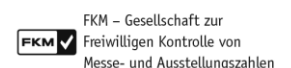
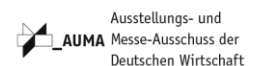
Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0) 2 11/45 60-01
Telefax +49 (0) 2 11/45 60-6 68
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Hans Werner Reinhard
Joachim Schäfer
Bernhard Stempfle
Vorsitzender des Aufsichtsrates:
Thomas Geisel

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:



Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

foundation for future activities. We're looking forward to this exciting project!"

People who are interested may register for a free trip and choose the type of boat they want to try out at the campaign's website, which is www.start-boating.de. Professional skippers will be accompanying the participants and sharing valuable tips with them.

Open Day at the Düsseldorfer Yachtclub

In addition to the START BOATING event, the Düsseldorfer Yachtclub e.V. is also inviting people to this year's Open Day. The club will, among other things, be offering sailing trips for children in the marina, boat shows on the club premises and lots of tips and advice. Particularly interesting for START BOATING participants: if they want to find out more about 'life on the water' after their successful trip on the River Rhine, they will be able to discover more about the different types of boating licences that are available immediately afterwards at the yacht club. Pure water fun on the first weekend in September!

About the boot Düsseldorf:

The boot Düsseldorf trade fair is the largest boat and watersports show in the world and is the 'in place' where the entire industry meets in January every year. More than 1,800 exhibitors from more than 60 countries (with 860 international exhibitors) will again be presenting their interesting new products, attractive developments and maritime equipment on an area of 220,000 square metres from 20 to 28 January 2018. That means that the entire market will be on location and inviting visitors to join them on an exciting journey across the whole world of watersports in 17 exhibition halls. The trade fair will be open daily from 10.00 a.m. to 6.00 p.m. Tickets will be available to order online at www.boot.de from the middle of November; they can be easily printed out at home and also used for free travel to and from the venue with the Verkehrsverbund Rhein-Ruhr up to price level D, region south.

July 2017

Press and Public Relations for boot Düsseldorf 2018

Tania Vellen/Cathrin Imkampe/Tim Feldmann

Tel.: +49 211/4560-518/589/995

vellent@messe-duesseldorf.de

imkampec@messe-duesseldorf.de

feldmannt@messe-duesseldorf.de



20.-28.1.2018

www.boot.de

