

Monster Energy Wakeboard Rail Jam Kicks Off Dallas Summer Boat Show

DALLAS, TX. (July 23rd, 2007) – The Monster Energy Drink was flowing, the wakeboarders were flying high and the crowds were cheering wildly as some of the top wakeboarders in the state of Texas descended on Dallas Market Hall this past weekend for the Monster Energy Wakeboard Rail Jam. It was the featured attraction of the all new Outdoor Expo Area at the 22nd Annual Dallas Summer Boat Show.

The "Monster" set-up was provided by Orlando based Step-Up Productions who lived up to their name by building an impressive three pool course that included a forty foot rail coming out of a raised starting pool twelve feet off the ground into a huge sixty-by-thirty foot landing pool. They also had a ground level pool with a kicker over a fifteen foot gap to the landing pool.

"We created the new Outdoor Expo area to bring a little added excitement to the summer show", said Frank Pillsbury, Marketing Director for the Boat Show. "The goal was to give consumers even more reasons to attend the show by providing added features that are fun for the whole family...and it worked!"

The wakeboard demos started on Friday evening and continued throughout the weekend. The bleachers were filled at every performance and the crowds were treated to some insane wakeboarding action from some of the top pro and local riders in the state, including CWB Pro team rider Gabe Lucas, Liquid Force Pro Team rider Tom Fooshee and Bret Little, who was recently signed to the Byerly Pro Wakeskate Team after his first place win at the Byerly Toe Jam in June. They were joined by brothers Clint and Collin Gee, Eric Nickstad, Brad Allen, Ross Skrudland, Richie McKee, Earl Ball, Joe Lemberg and a very special appearance from one of the original Texas rippers, Chris "Big Air" Ramirez.

In addition to Monster Energy Drink, the new Outdoor Expo area was made possible with support from Marine Max, Sewell Hummer, Geico Insurance, the Dallas Morning News and H2O Clothing.

"There is no doubt the Monster Energy Wakeboard Rail Jam helped us make the new Outdoor Expo a home run", said Pillsbury, "In addition to providing great entertainment for show attendees, it provided an excellent venue for our sponsor/partners to receive maximum exposure to a very important group of consumers in a relaxed, fun, atmosphere...and that's what makes for a good event!"

To view additional pictures from the Monster Energy Rail Jam at the Dallas Summer Boat Show go to [HYPERLINK "http://www.smoothimage.com"](http://www.smoothimage.com) www.smoothimage.com and [HYPERLINK "http://www.H2OClothing.net"](http://www.H2OClothing.net) www.H2OClothing.net and click on the photo galleries.

During the second weekend of the boat show (July 27th, 28th, and 29th) the new Outdoor Expo will feature Family Fishing Weekend. There will be a kids fishing tank and casting contests as well as outdoor and boating education for the entire family. Attendees can participate in interactive games for prizes and hear tips from local guides and pro anglers. The Expo will also feature the famous GEICO RACING BOAT.

Tickets will be sold at the door: \$8 for adults, \$4 for children 4 -13 years old and free for children 3 years old and younger. For your convenience, the website will also offer on-line ticket sales this year. Visa, Discover, Mastercard, American Express accepted.

For more information, please visit [HYPERLINK "http://www.DallasBoatShow.net"](http://www.DallasBoatShow.net) www.DallasBoatShow.net or call 469.549-0673.

MEDIA CONTACT: Lindsey Miller 214.228.7630 – cell lindseymiller@lindseymillerpr.com-email

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