



**59th Annual 2024 Red River Valley**

# **SPORTSMEN'S SHOW**

**Feb. 29 - Mar 3**

## **MEDIA ADVISORY**

### **Media Contact:**

Bryan Shinn

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**NORTH DAKOTA'S AND NORTHERN MINNESOTA'S BIGGEST AND BEST SPORTSHOW IS  
COMING SOON!**

### **2024 RED RIVER VALLEY SPORTSMEN'S SHOW-AT-A-GLANCE**

- WHAT:** The 59<sup>th</sup> Annual Red River Valley Sportsmen's, Boat, Camping & Vacation Show
- WHEN:** Feb 29<sup>th</sup>- March 3rd, 2024
- |                   |                        |
|-------------------|------------------------|
| Thursday, Feb. 29 | 5:00 p.m. – 9:00 p.m.  |
| Friday, March 1   | 12:00 p.m. – 9:00 p.m. |
| Saturday, March 2 | 10:00 a.m. – 8:00 p.m. |
| Sunday, March 3   | 10:00 a.m. – 5:00 p.m. |
- WHERE:** FARGODOME, 1800 North University Drive, Fargo, ND 58102
- ADMISSION:** Adults \$12.00, Ages 6-12 \$4, Children 5 and under are free.
- DESCRIPTION:** **It's a Sportsmen's, boat, RV, camping, vacation, outdoor equipment, and family fun Show all under one roof.**

Attracting over 20,000 attendees and hundreds of exhibitors showcasing the latest and greatest in everything outdoors. The show will be filled with events and attractions including celebrities, live animals, crowd gathering seminars and entertainment for the whole family.

### **INTERVIEW OPPORTUNITIES & CAMERA PLEASING VISUALS:**

**Hundreds of exhibitors** ready to demo the latest products and services.  
**Fishing in the Live Trout Pond** – Kids of all ages love this one.  
**Bwana Jim-** Alligators, snakes, exotic birds and so much more... you'll see it all while attending the Bwana Jim Wildlife Show. It's a must see for the whole family!  
**Kids' Fishing Workshop** with the Pros from Scheels.  
**Free Fishing Seminars** featuring National Pros & Celebrities **Jason Mitchell & Joe Henry.**



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**THE RED RIVER VALLEY SPORTSMEN'S SHOW RETURNS TO THE FARGODOME FOR ITS 59<sup>TH</sup>  
YEAR FROM Feb. 29<sup>th</sup>- March 3<sup>rd</sup>, 2024.**

**ABOUT THE SPORTSMEN'S SHOW:**

Celebrating its 59<sup>th</sup> year, the Red River Valley Sportsmen's Show hosts hundreds of exhibitors and attracts the imagination and interest of tens of thousands of outdoor enthusiasts from across the region to come explore and experience everything outdoors all under one roof!

Check out boats, RVs, marine electronics, tackle, the newest gear for hunting, camping and fishing. Find the very best in resorts, lodges and camps from the Midwest and Canada. Book the perfect spot for family vacations. Come for the early show pricing – stay for the free seminars by top outdoors pros and the variety of fun features & attractions for the whole family.

The Red River Valley Sportsmen's show is family-owned and operated by Cenaiko Productions.

**ABOUT CENAIKO PRODUCTIONS:**

Cenaiko Productions, Inc. (CPI), founded in 1964, has seen steady growth through the years. After its start with one small sportsmen's show in Fargo, North Dakota, the firm began branching out into other Midwest markets. CPI now produces five consumer expositions, in St. Cloud, Minnesota; Fargo, North Dakota; and Sioux Falls, South Dakota. The company is recognized as one of the largest exposition producers in the Upper Midwest. It is also one of the few remaining family-run businesses in the field.

**FOR MORE SHOW INFO VISIT:**

[www.fargosportshow.com](http://www.fargosportshow.com)

Facebook: [facebook.com/redrivervalleysportsmensshow](https://facebook.com/redrivervalleysportsmensshow)

**FOR FURTHER INFORMATION, MEDIA REGISTRATION AND OR REQUESTS PLEASE CONTACT:**

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## **RED RIVER VALLEY SPORTSMEN'S SHOW OPENS FEB. 29th AT THE FARGODOME**

Dreaming of sun-filled, warm weather outdoor adventures? Whatever you need—boat or bobber, camper or cooler, RV or vacation, it can be found at **The Red River Valley Sportsmen's Boat, Camping & Vacation Show**. Showcasing **hundreds of exhibits** featuring the latest outdoor products and services. Scores of representatives from top manufactures and retailers, fishing and hunting lodges, resorts, campgrounds, fly-ins and outfitters are on hand to help with next summer's vacation plans. Free seminars, demonstrations, features and attractions, **there's something for everyone in the family to enjoy!**

<b>SHOW DATE &amp; HOURS:</b>	Thursday, Feb. 29	5:00 p.m. – 9:00 p.m.
	Friday, March 1	12:00 p.m. – 9:00 p.m.
	Saturday, March 2	10:00 a.m. – 8:00 p.m.
	Sunday, March 3	10:00 a.m. – 5:00 p.m.

### **THE SPORTSMEN'S SHOW IS MULTIPLE SHOWS IN ONE**

**It's a Boat Show.** Take the sting out of the winter weather by checking out new model fishing and power boats, pontoons and personal watercraft. Docks, lifts, motors and marine accessories are also featured. Get early Boat Show pricing from the area's best dealers.

**It's an RV & Camping Show.** Whether you drive off with a new RV or simply dreaming of one, you'll be glad you checked it out. Climb aboard one of the recreational vehicles (RVs) on display; they range from folding camping trailers and truck campers to motor homes of all sizes. Sport utility vehicles, van conversions and ATVs are also on display. Get the best prices of the year from the area's best dealers and find everything you may need for your next vacation.

**It's an Outdoor Equipment Show.** See the latest and greatest in outdoor equipment and electronics from top manufactures and retailers. The expansive tackle section includes rods, reels, sonar equipment, GPS systems, fishing accessories and more.

**It's a Travel & Vacation Show.** Book your vacation right at the show! Find the very best in resorts, lodges and camps from the Midwest and Canada. Book early before those great June-September dates get all booked up!

**It's a Family Fun Show.** From The critters from Bwana Jim, the Kids' Fishing Workshop, or fishing in the Live Trout Pond... you and your whole family will have a great day at the show!

-more-



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## **ADDITIONAL 2024 SPORTSMEN'S SHOW HIGHLIGHTS**

**FISHING & HUNTING SEMINARS:** Fishing Pros **Jason Mitchell & Joe Henry** will be presenting Fishing Seminars on all four days!

**KIDS FISHING WORKSHOPS:** The Pros from Scheels will run a Kids Fishing Workshop on both Saturday and Sunday.

### **SPECIAL FEATURES & ATTRACTIONS: The Bwana Jim Wildlife Show**

Alligators, snakes, exotic birds and so much more... you'll see it all while attending the Bwana Jim Wildlife Show. It's a must see for the whole family!

The audience will get to see his many creepy and crawly friends up close as Bwana Jim provides lots of educational information along with a healthy dose of comedy as he handles gators, crocs, snappers and venomous snakes.

The popular **Live Trout Pond** filled with rainbow trout will be open every day for family fishing fun.

### **TICKET INFORMATION**

Adults \$12.00  
Ages 6-12 \$4.00  
Children 5 and under are free.

### **FOR MORE SHOW INFO VISIT:**

[www.fargosportshow.com](http://www.fargosportshow.com)  
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The event is produced by Cenaiko Productions, Inc. of Minneapolis.



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## **OUTDOOR PROS APPEARING AT THE 59<sup>TH</sup> ANNUAL RED RIVER VALLEY SPORTSMEN'S SHOW**

**The Red River Valley Sportsmen's Show returns to the FARGODOME Feb. 29<sup>th</sup>-March 3<sup>rd</sup>, 2024.**

Following are the professional outdoorsmen who will be providing free seminars throughout the run of the show.

### **FEATURED SPEAKERS**

**Jason Mitchell** cut his teeth as a professional fishing guide on North Dakota's Devils Lake. At the time of his retirement from guiding, Mitchell had built one of the largest guide services in the industry. Today, Mitchell hosts the popular outdoor program Jason Mitchell Outdoors which airs on Bally Sports Networks. Over the past fifteen years, JMO has had some of the highest raw Nielsen ratings in the industry for outdoor programming. Jason Mitchell has been at the forefront of the fishing industry with innovation and is credited with pioneering several walleye fishing methods and strategies. In 2016, Mitchell was also inducted into the North Dakota Fishing Hall of Fame.

**Jason's** seminar topics are **"Do's & Don'ts with Forward Facing Sonar"** and **"Tackle Modifications that catch More Walleye"**.

**Joe Henry**, as a fishing guide, licensed charter captain, and tournament angler, Joe Henry has made fishing a part of his everyday life. Joe is an award-winning outdoor communicator, sharing fishing techniques, strategies and philosophies with thousands through seminars, tv shows, videos and articles across the U.S.

**Joe's** seminars are **"Masters Level-Spinners for Walleyes"** and **"Multispecies Fishing Success on Any Body of Water"**.



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### **2024 SPORTSMEN'S SHOW ANNOUNCES SEMINARS & ATTRACTIONS SCHEDULE**

#### **THURSDAY, FEB. 29**

- 6:00 p.m. **Joe Henry: Multispecies Fishing Success on Any Body of Water**
- 7:00 p.m. **Bwana Jim's Wildlife Show**
- 7:15 p.m. **Jason Mitchell: Tackle Modifications that catch more Walleye**

#### **FRIDAY, MARCH 1**

- 2:00 p.m. **Jason Mitchell: Tackle Modifications that catch more Walleye**
- 3:00 p.m. **Bwana Jim's Wildlife Show**
- 3:15 p.m. **Joe Henry: Multispecies Fishing Success on Any Body of Water**
- 4:30 p.m. **Jason Mitchell: Do's & Dont's with Forward Facing Sonar**
- 5:00p.m. **Bwana Jim's Wildlife Show**
- 6:00 p.m. **Joe Henry: Masters Level - Spinners for Walley**
- 7:00 p.m. **Jason Mitchell: Do's & Dont's with Forward Facing Sonar**
- 7:30 P.M. **Bwana Jim's Wildlife Show**

#### **SATURDAY, MARCH 2**

- 11:00 a.m. **Kids' Fishing Workshop *with the Pros from Scheels***
- 12 00 p.m. **Jason Mitchell: Tackle Modifications that catch more Walleye**
- 12:30 p.m. **Bwana Jim's Wildlife Show**
- 1:30 p.m. **Joe Henry: Multispecies Fishing Success on Any Body of Water**
- 2:30 p.m. **Bwana Jim's Wildlife Show**
- 3:00 p.m. **Jason Mitchell: Do's & Dont's with Forward Facing Sonar**
- 4:30 p.m. **Henry: Masters Level - Spinners for Walley**
- 5:00 p.m. **Bwana Jim's Wildlife Show**
- 6:00 p.m. **Jason Mitchell: Tackle Modifications that catch more Walleye**

#### **SUNDAY, MARCH 3**

- 11:00 a.m. **Bwana Jim's Wildlife Show**
- 12:00 p.m. **Kids' Fishing Workshop *with the Pros from Scheels***
- 1:00 p.m. **Jason Mitchell: Tackle Modifications that catch more Walleye**
- 2:00 p.m. **Bwana Jim's Wildlife Show**
- 2:15 p.m. **Joe Henry: Multispecies Fishing Success on Any Body of Water**
- 3:30 p.m. **Jason Mitchell: Do's & Dont's with Forward Facing Sonar**