



BOAT WEEK

www.LakeErieBoatWeek.com

Dear Lake Erie-area business leader,

The inaugural **Lake Erie Boat Week** will be upon us very soon, taking place September 7-12, 2010, at the Huron (OH) Boat Basin, on the Huron River. The entire Lake Erie Shores and Islands region will be flooded with visitors, boaters and families coming out to see the excitement created by this new, national boating festival.

To maximize media exposure for this event, Great Lakes Publishing is producing the program for **Lake Erie Boat Week**. The program will be bound into the full run of *Lake Erie Living Magazine*, and will reach over 100,000 readers. An additional 10,000 visitors to the event will also receive the program during the event. Content will include a schedule of events, boater bios, and information about local businesses, attractions, restaurants and accommodations.

I encourage you to give your support to these pages so they have maximum impact. This will be a national, annual, public event that will draw 75,000+ people to the region over the course of the event week, and could have an economic impact of \$5 million. **Lake Erie Boat Week** Program Advertising will offer the exposure you want and need to promote your business to those visitors and grab a share of the dollars they will spend in the area.

Don't delay! Advertising closes on July 9. An advertising representative from *Lake Erie Living* will be calling in the next few weeks to help you reserve a space, or contact Paul Klein, at 216.377.3693 or klein@glpublishing.com if you have any questions. Thank you for your support of **Lake Erie Boat Week!**

Sincerely,

Janie Vogel

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