



Contact: Rachael Biermann, rbiermann@allseasonscommunications.com
Agency: All Seasons Communications
Phone: (586) 752-6381 (not for publication)
(586) 663-9966

Quick Facts on the 44th Annual Detroit Camper & RV Show

When: February 10-14, 2010

Hours: Weekdays 2-9 p.m., Saturday 11 a.m.-9 p.m., Sunday 11 a.m.-6 p.m.

Where: Rock Financial Showplace, 46100 Grand River Avenue, Novi, MI 48374.
Located just 1 mile west of Novi Road, south of I-96.

Display: All types of new recreation vehicles—over 200 units and 50 brands displayed; folding campers, motor homes, travel trailers, truck campers, park models and fifth wheel travel trailers, ranging in price from \$4,999 to more than \$400,000. To celebrate the 100th anniversary of the RV industry, the show will feature a special historical display showcasing some of the earliest RVs in the country.

Booths featuring parts and accessories, campground information, on site RV financing and RV rentals make this the complete RV show experience. Consumers can pick up the new 2010 *RV & Campsite*. This guide to camping and RV dealers in Michigan now includes coupons.

Special discounts: Folding campers from \$4,999; trailers from \$8,999; motorhomes from \$49,999. 2009 model closeouts and discounts on 2010 models. Plus, manufacturer rebates on select RVs.

Admission: Adult admission (ages 13 and up) is \$9; children 12 and under get in free! Seniors (ages 55 and over) are admitted for just \$5 on Wednesday, February 10, and Thursday, February 11 (no coupon necessary).

Coupons: “Select your discount” coupon available on www.marvac.org, southeast Michigan and Flint area Sunoco, Big Boy restaurants and area newspapers. With this special coupon, consumers can choose one of three discounts offered—\$1 off adult admission any day; senior admission for \$5 on Wednesday or Thursday, or 2-for-1 admittance coupon on Friday.

Register to win: Register to win free tickets at www.marvac.org.

At the show, enter to win the Ultimate MIS Race Experience package from Michigan International Speedway. Includes tickets, camping and VIP access (valued at nearly \$3,000).

Show director: Bill Sheffer, Michigan Association of Recreation Vehicles and Campgrounds (MARVAC), 517.349.8881.

MARVAC is a non-profit, state trade association that represents all segments of the recreation vehicle and private campground industries in Michigan.

For more information: Please call 517.349.8881 or visit www.marvac.org.

###