

## The inaugural BC Outdoors Show opens to an enthusiastic crowd

### For Immediate Release:

*Chilliwack, BC* – After two years of anticipation, the BC Outdoors Show hosted its inaugural event. April 8<sup>th</sup> through 10<sup>th</sup>, Chilliwack Heritage Park opened the doors to an eager crowd of more than 10,000 attendees from all over the province. Exhibitors, interactive events, speakers, and outdoor enthusiasts filled the venue all weekend long and a collective feeling of excitement was felt by all.

"As publishers and TV producers, our team has been an integral part of the outdoor industry for decades," says **Show Director, Mike Mitchell**. "This was the first event we have organized at this magnitude, and we are overwhelmed by the enthusiasm and turn out at the show."

Mitchell goes on to say, "We are beyond grateful to our team and peers who helped make this such a successful event and we look forward to next year."



Three halls of Chilliwack Heritage Park were transformed into an outdoor playground and retail marketplace featuring a range of interests including fishing, hunting, outdoor adventure, archery, conservation, all-terrain exploration, boating and recreation.

Consumers were leaving with bags of goods and feedback on sales was outstanding with many of the vendors selling out of stock on the first day. Other events included speakers on the Duncanby Lodge stage, the BC Wildlife Federation family fun zone, a fly-tying exhibition, and casting pond, as well as the Maple Ridge Chrysler VIP night with the Tanner Olsen Band.

Catch the recaps at the @bcoutdoorsshow Instagram and Facebook, which was active throughout the weekend with over 30,000 new page views and hundreds of new followers. The door prize list for five lucky winners included:

- Summit Series 3 “Roughneck” Roof Top Tent  
*Donated by: Dog House Trailers [@doghousetrailers](#) – winner Dale S. of Surrey*
- A one-day guided fishing charter  
*Donated by Hunt Fish Maniac [@huntfishmaniac](#) – winner Ken C. of Abbotsford*
- Lifetime Subscription to the Backroad Mapbooks app  
*Donated by: Backroad Mapbooks [@backroadmapbooks](#) – winner Sean B. of Chilliwack*
- A 12V 100AH Cold Weather Lithium Battery  
*Donated by: CanBat Technologies [@canbat.batteries](#) – winner Steve L. of Coquitlam*
- A fishing prize pack  
*Donated by: Rapala Canada [@rapalacanada](#) – winner Brandon M. of Rosedale*

The BC Outdoors Show is owned by Outdoor Group Media, publishers of BC Outdoors Magazine, Outdoor Canada Magazine and Canada’s premier Outdoors TV channel, Sportsman Channel Canada. Thank you to all for making it such a successful environment!

The BC Outdoors Show **is scheduled for March 24-26, 2023**. Look for updates at [bcoutdoorsshow.com](#) and @bcoutdoorsshow on Instagram and

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