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**JBM Announces Wilmington Boat Show presented by Yamaha Motor Corporation**

GREENVILLE, SC- Aug 25, 2021- JBM & Associates is excited to announce the Wilmington Boat Show presented by Yamaha on Oct 1-3. Originally launched in September of 2016, this annual happening includes everything from powerboats to small jon boats, skiffs, cruisers, pontoons, and ski boats.

In addition to the Wilmington Convention Center, the first-class boat show will also take place outside the convention center on the event lawn overlooking the Cape Fear River as well as on surrounding downtown streets. Nestled between the Cape Fear River and the Atlantic Ocean, it is one of the state's most accessible coastal destinations, "Due to overwhelming slip demand and on-going construction at the marina there will not be any in-water displays this year," said JBM President, Jacqui McGuinness.

The show also showcases vendors selling marine products and services and a massive engine display from presenting sponsor Yamaha Motor Corporation. "Due to supply chain issues affecting most product inventory throughout the country, we are thankful to our dealers and manufacturers for having products to display at the show. We know the boating enthusiasts coming to the show will be grateful as the boating lifestyle has become insanely popular throughout the Covid-19 pandemic," said McGuinness.

“This will be our sixth year as presenting sponsor of the Wilmington Boat Show, and we couldn’t be more proud to partner with JBM on such an outstanding show,” said David Ittner - Fleet Logistics for the Yamaha Marine Group. “This venue provides us the opportunity to work directly with our Boat Builders, Dealers, and provide our customers an opportunity to experience firsthand our new Helm Master EX Integrated Boat Control System, along with our new V6 4.2-liter F300 Series with integrated digital electric steering,” said David. “The Wilmington Boat Show is one of the best on the East Coast!”

Along with Yamaha Motor Corporation the show is sponsored by Marathon Xpress, Wilmington Water Tours. Partners include: Cape Fear Community College, Dicks Sporting Goods, Riverfest.

#### Show Dates & Hours

Friday, October 1, noon-6pm

Saturday, October 2, 10am-6pm

Sunday, October 3, 10am-5pm

#### Show Location:

Wilmington Convention Center-10 Convention Center Drive, Wilmington, NC 28401

Tickets are available online only: [www.WilmingtonBoatShow.com](http://www.WilmingtonBoatShow.com)

\$10 Admission (13-64)

\$15 Two-day Pass

\$8 Seniors (65 & up)

\$8 Military

\$5 Childent (4-12)

Free Children 3 & Under

Originally founded in Charleston, JBM & Associates have been producing coastal boating events since 2001, including: The Charleston Boat Show, Savannah Boat Show, Charleston In-Water Boat Show, and a brand new show - Everything Outdoor Fest in November 2022. With a passion for creating events that exceed customers’ needs and

a deep care for all exhibitors, sponsors and patrons, JBM & Associates' shows are experiences, not just events.

To learn more about JBM & Associates and their work, visit

<http://www.jbmshows.com/>

#### About Ridge Media

Ridge Media is based out of Greenville, South Carolina with satellite offices in Charleston and Charlotte. They are a data-driven content creation firm that specializes in interpreting and translating data in order to strategically increase media mentions, grow brand recognition, curate high-level content in line with brand identity all while maintaining a positive and clear ROI. The firm houses a Digital Department and an Art Department, to pair with certified specialists within their respective sector of marketing. For any business inquiries please visit their website:

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