



December 6, 2022

**FOR IMMEDIATE RELEASE**

## All-Canada Show returns to Milwaukee

The 40<sup>th</sup> annual All-Canada Show returns to Milwaukee after a two-year Covid hiatus, Friday-Sunday, January 20-22, at the Brookfield Conference Center, a new venue for All-Canada. The show features Canada's best fishing and hunting destinations, and includes free seminars, maps, travel guides and a free Dardevle 2023 collector lure for every guest on opening night.

Representatives from Canada's best fishing and hunting lodges, resorts and outfitters are the main attraction at the All-Canada Show, offering guests a chance to meet with them face-to-face before deciding on a destination. In addition, the show's traditional favorites are back, including an authentic Canadian shore lunch (for an extra fee) in concessions, featuring Labatt Blue.

Seminars headlining the 2023 All-Canada Show in Milwaukee include:

**Jim Saric, Musky Expert**—A Legendary Angler in the Freshwater Fishing Hall of Fame, Saric is Host and Executive Producer of "The Musky Hunter" television series, Editor at Large of *Musky Hunter Magazine*, and a seven-time musky tournament winner. Jim is a contributing writer for *In-Fisherman*, *North American Fisherman* and *Fishing Facts* magazines; and has a monthly column in *Midwest Outdoors Magazine*. He has produced 13 highly acclaimed musky videos, co-authored the book "The Complete Guide to Musky Hunting" and recently released "Muskie My Way." Saric's seminars: "*Canadian Muskies Made Easy*" | "*Canadian Musky Strategies*."

**Jim Crowley, "Wired2fish TV," "Slickfish Radio" podcast**—Jim has fished in Canada, the Caribbean, the Atlantic, the Pacific and throughout the Midwest. As an outdoor writer, host and videographer, he has fished extensively in Ontario, Saskatchewan and Manitoba. Crowley's seminars: "*Smallmouth Bass Top 2 Bottom*" | "*Trophy Pike Keys To Success*."

**Tyler and Sara Trampe, Hosts of "Sportsman's Journal"**—The popular Fox Sports Net television series follows Tyler and Sara on their fishing adventures across Northwest Ontario and the Midwest. Tyler's seminar: "*Snap Jigging Walleyes*" | Sara's seminar: "*Bobber Down!*"

**Erik Kraemer, Kraemer Custom Rods**—Eric is the owner and founder of Kraemer Custom Rods, which are hand built one at a time in the USA, using quality components. Erik's love of fishing carries into his passion to build the lightest most sensitive rods you can put in your hands. His goal is to give anglers an extra edge, whether for a meal of bluegills or a 50 plus inch musky to hang above the mantle. His seminar: "*Modern Walleye Rod Selection*."

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Favorite attractions returning to the All-Canada Show include:

- **360 Adventure.** It's an interactive float plane simulator. Strap on the virtual reality goggles and take a four-minute flight into a remote Canadian lake in this interactive experience.
- **Grand prize trip giveaway** is a fantastic trip for two for three days-four nights to Temple Bay Lodge on Eagle Lake in Northwest Ontario. Total retail value: \$3,000.
- **Canada Questions Booth featuring the All-Canada Show Pro-Staff** – For any show guests with questions about how to plan the perfect Canadian adventure, this is a great place to start. Anyone is welcome to stop by to chat, ask questions about packing, travel, lodge package options, fish and game species, or just to how to book your trip right at the show. The Pro Staff spends much of the year crisscrossing Canada and love to talk about it!
- **All-Canada Show Photo Booth** – Show guests can hug a black bear, mug with a Mountie, hold that fish of a lifetime, goof off with fellow adventurers...all captured for friends and fans with a Canadian selfie in this interactive Photo booth.

Other All-Canada Show attractions include:

**Meet A Top 10 Wildlife Artist**—Anthony J. Padgett, rated in the top 10 wildlife artists in the United States, will be present during all show hours in the Anthony Padgett Gallery at the show.

**“YOU BOOK IT WE BUY IT”**—anyone who books a Canadian vacation at the show becomes eligible to have it paid for by the All-Canada Show in our “You Book It, We Buy It” promotion.

**Dardevle Night**—Opening night (Friday, January 20) every show guest will receive a free Dardevle 2023 collector lure. Kids 17 and under will receive the same free collector lure during all show hours.

**Kids Area** – Kids are invited to decorate their 2023 collector fish. Throughout the show, all kids under 12 receive a free wooden fish at the door. They can decorate it in the “Kids Fish Zone.”

**Admission**--Adults, \$12; children 17 and under, free. Veterans' admission free on Sunday (January 22). Parking: free. Discounted tickets (\$10) are available online (AllCanada.com).

**Show Location:** Brookfield Conference Center, 325 South Moorland Rd.

**Show Hours:** 3-9 p.m. Friday; 10 a.m.-6 p.m., Saturday and 10 a.m.-4 p.m., Sunday

**Sponsors**—All-Canada Show sponsors include:

- Yamaha
- Lund Boats
- Mercury Marine
- Labatt Blue
- Dardevle Lures

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For show details including a complete seminar speaker lineup visit: [www.AllCanada.com](http://www.AllCanada.com).