

FOR IMMEDIATE RELEASE

Let's go to the Crown Motors NorCal Boat, Sport & RV Show!

The 37th annual Crown Motors NorCal Boat, Sport & RV Show presented by Interstate Batteries returns live to the Shasta District Fair and Events Center, March 3-5, 2023 with exciting new features and a host of new exhibitors. Let's go!

The year's featured attractions include the Dangerous Birds Show features some of the world's most ferocious feathered flyers. From high-kicking killers to ravenous raptors, you can see them in all their live splendor! See the awesome Super Squatch, a 2021 Jeep Gladiator JT Willy's a Jeep Gladiator JT Overland Adventure Build. It is customized by Oregon Truck & Auto Authority to create an extremely capable and complete on and off-road overland vehicle experience. The new Parakeet Paradise brings an awesome interactive avian adventure. Bird lovers of all ages enter a portable aviary where perky parakeets are waiting to perch on people and peck away at treats! Squatch America returns with a bigger tracking vehicle, more data and photo ops with a 10-foot Sasquatch, the original Northwest outdoorsman. All these highlights and more will be emceed by none other than Basin Tackle Rob Gensorek.

The fan favorites return including Phil's Bass Bin with expert demonstrations held every hour. New and exciting Sportsmen's Theatre presentations will include topics such as wolves in the Northwest, tracking Bigfoot, dutch oven cooking, kayak fishing and more. Expert Speakers include expert hunter and fisherman Jody Smith, Oregon's own pro bass fisherman Colby Pearson, Squatch America's Scot Violette, lawyer Shawn Kollie, fishing guide Dave Jones, and others, will cover the hottest outdoor adventure topics. The speakers' schedules can be found on www.exposureshows.com one week before each show.

See the trophy mounts the 2023 Legends of the Oregon Record Book and the 2023 Tour of Northwest Big.

The Kids Adventure Zone will feature the new huge climbing wall, the popular live trout pond and archery range which are sure to capture the attention and involvement of the youngsters. The Kid's S.A.F.E. BB Gun Range will focus on teaching basic gun safety to kids.

Guides and outfitters from Alaska to Africa will be on hand to plan adventures on local and exotic waterways, hunting expeditions and photographic adventures.

Governmental agencies and advocacy groups such as the California Highway Patrol will be represented.

The new and returning exhibits will cover fishing, hiking, hunting, boating, RVing, ATVing, camping, canoeing, kayaking, rafting and more, along with plenty of outdoor recreation-related goods and services.

Sign up at the shows to win fabulous prizes including a Lake Shasta dinner cruise and tour of Shasta Caverns, Winch-2-GO towing system from CNX, and many more at the individual booths. Every paid adult patron can sign up to receive a free one-year digital subscription to California Sportsman magazine, a \$29.95 value.

Hours are Friday, noon-7:00 p.m., Saturday 10:00 a.m.-7:00 p.m. and Sunday 10:00 a.m.-5:00 p.m.

Admission is \$8.00 for adults; Seniors 65 & over are \$5.00; Children 6-15 are \$3.00; Children 5 & under are FREE with adult.

Seniors 65 and up are admitted free all day Friday from 12 noon to 7 p.m. courtesy of the Record Searchlight and will receive a \$10.00 Free Play card, courtesy of the Win-River Resort & Casino.

From novices to old pros, outdoorsmen and women will surely find something of interest at these shows through the many unique exhibits, performances, attractions and demonstrations. Explore more at the Crown Motors NorCal Boat, Sport & RV Show, presented by Interstate Batteries.

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37th annual CROWN MOTORS NorCal Boat, Sport & RV Show

presented by Interstate Batteries

March 3-5, 2023

Shasta District Fairgrounds, Anderson, CA

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Win-Rivers Free Senior Friday: Seniors 65 and up admitted FREE ALL DAY from 12 to 7 p.m. and receive a \$10.00 Free Play card, courtesy of the Record Searchlight and Win-River Resort & Casino.

Giant Fish Tank Demos

Every hour on the 1/4 hour (schedules in show program and on website)

For more information, please visit www.norcalssportshow.com, facebook.com/norcalssportshow, www.exposureshows.com, facebook.com/exposureshows.

For show photos, please contact suepate@roadrunner.com



*“**Dangerous Birds**” daily live demonstrations of ferocious feathered flyers and high-kicking killers will thrill audiences with their size and skill.*

Show times are:

Friday: 1 pm, 2:30 pm, 4 pm, 5:30 pm

Saturday: 11 am, 1 pm, 3 pm, 4:30 pm, 6 pm

Sunday: 11 am, 1 pm, 3:30 pm



Oregon Truck & Auto Authority brings **“Super Squatch”** a Jeep Gladiator JT Overland Adventure Build to all four shows. This stock 2021 Jeep Gladiator JT Willy’s has been customized to create an extremely capable and complete on and off-road overland vehicle experience. Lifted with Terrain Flex Max 4 lift and running on 37X12.50 BFG KO2 tires mounted on Dirty Life 17” bead lock wheels. The drivetrain has been upgraded with Yukon Gears ring & pinion and chromoly axles. The ARB front and rear air lockers are activated with an on-board ARB dual air compressor.

The exterior tone is set with Nemesis Notorious fenders and inner fender liners along with Rebel Off Road Summit front and rear bumpers, bed sliders, HALO 2.0 roof rack and XPLOR full height bed rack with table mount. To complete the look, the DV8 Rubicon replica hood is installed to accommodate the S&B ram air cold-air intake system. Installed on the bed rack is the Freespirit Recreation Premium High Country rooftop tent and 270 Awning. Rock Slide Engineering step sliders complete the perimeter protection and make climbing in and out of this beast a breeze.

Any recovery needs are taken care of with the Warn VR 12-S winch and Factor 55 multi-link, hawse fairlead and recovery kit. A plethora of L.E.D. lighting from Baja Designs and KC Hilites provide a premium 360-

degree lighting experience in any situation. The Genesis dual-battery system in conjunction with dual sPod controllers, literally keep the lights on or off from the driver's seat or the rear of the truck.

The interior has been upgraded with Katzkin leather seat conversions and Bulletpoint mounting solutions device holders for a clean and functional custom look. Hotheads headliners along with Kilmat sound deadening throughout make for a quiet comfortable ride.

*Ultimately, the essence of “**Super Squatch**” is an extremely capable off-road and overlanding platform that can be customized and adjusted from one adventure to the next.*





Parakeet Paradise is a fantastic portable interactive feeding aviary traveling to all four shows. Bird lovers of all ages can, for a small fee, come inside the double-doors where families of Budgerigars are waiting to land on them and get some treats. Guests are enthralled with the little birds, and some even report therapeutic value. "I had no idea there was something at this event which would actually LOWER my blood pressure!" The 30-foot aviary will help to connect visitors with avian friends and help to encourage youngsters to get involved with avian training and conservation.



Sasquatch returns with Scot & Hannah Violette of Squatch America. See their new Sasquatch tracking vehicle learn from their expertise in anthropology and sociology research.

