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FOR IMMEDIATE RELEASE

All-Canada Show returns to Milwaukee Jan. 17-19

The All-Canada Show returns to Milwaukee, Friday-Sunday, January 17-19, at the Brookfield Conference Center. The show features Canada's best fishing and hunting destinations, and includes seminars, maps, travel guides and a free Dardevle 2025 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. All-Canada's traditional favorites are back, including an authentic Canadian shore lunch in concessions (for an extra fee), featuring Labatt Blue.

Seminars headlining the 2025 All-Canada Show in Milwaukee include:

Chase Parsons, *The Next Bite TV*—As a professional walleye tournament angler, Parsons has made an impressive imprint on the fishing industry throughout his career. He is a frequent host of "The Next Bite" television show, which airs on NBC Sports Network, Destination America and WFN. Chase's seminar: "Artificials for Canadian Walleyes."

Jim Crowley, *"Jim Crowley Outdoors," "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: "Multi-Species Lures For Canadian Success" | "Smallmouth Bass Academy."

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: "Essential Electronics for Walleyes!"; Sara's seminar: "The Jig Is Up!"

Favorite attractions returning to the All-Canada Show include:

- **Grand prize trip giveaway** is a fantastic all-inclusive fishing trip for two to Guardian Eagle Resort in Ontario. The trip includes Charter Airfare from either Minneapolis or Chicago. Total retail value: \$10,000 - \$11,000.
- **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 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!

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- **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:

“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 17) every show guest will receive a free Dardevle 2025 collector lure. Kids 17 and under will receive the same free collector lure during all show hours.

Admission--Adults, \$14; Weekend Pass, \$20; children 17 and under, free; Veterans’ admission free on Sunday (January 19). Parking: free. Discounted tickets (\$12) are available online (AllCanada.com).

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

Show Hours: 3-8 p.m. Friday; 10 a.m.-6 p.m. Saturday and 10 a.m.-3 p.m. Sunday

Sponsors—All-Canada Show sponsors include:

- Yamaha
- Lund Boats
- Mercury Marine
- Labatt Blue
- Dardevle Lures
- Midwest Outdoors
- Kraemer Custom Rods
- Kynd Eyewear
- Superior Country Travel Association

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For show details including a complete seminar speaker lineup visit: www.AllCanada.com.

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