

**IMPORTANT EDITORIAL NOTE:** The following is a compilation of information presented by the HHRVB on the 2016 Great American Outdoor Show in Harrisburg, PA from Feb. 6-14, 2016. The information below is from multiple sources including PennLive.com & Patriot-News and Official Press Releases from the show producer.

## What's New at the 2016 Great American Outdoor Show Jumping Dogs, Birds of Prey & All-Star Guests Including Country Concert by Justin Moore

[www.GreatAmericanOutdoorShow.org](http://www.GreatAmericanOutdoorShow.org)

February 1, 2016 - Marcus Schneck – PennLive.com - [LINK](#)



National manufacturers are bringing their A-game and top-level, national-show exhibits to the Great American Outdoor Show. (MARCUS SCHNECK, [mschneck@pennlive.com](mailto:mschneck@pennlive.com))

### Great American Outdoor Show 2016

- [The Economic Impact of the Great American Outdoor Show is \\$73 Million Annually according to Tourism Officials for the Hershey Harrisburg Regional Visitors Bureau.](#)
- [What's new at the Great American Outdoor Show for 2016, from jumping dogs to birds of prey](#)
- [How to save on parking for the Great American Outdoor Show](#)
- [Bass University coming to Great American Outdoor Show](#)
- [Cedar Cliff grad Gallaher to open country concert for Justin Moore at Great American Outdoor Show](#)

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Long-time visitors to the old Eastern Sports and Outdoor Show – the predecessor of the **Great American Outdoor Show** – may see hints of the popular lumberjack water show in some of the new entertainment coming to the show this year.

The Dock Dogs Jumping Contest, a canine water sports demonstration, will do two water shows per day Saturday, Feb. 6, through Wednesday, Feb. 10, in the Large Arena of the Pennsylvania Farm Show Complex and Convention Center.

The Large Arena will then be closed for the next two days as crews prepare for the Phil Robertson UnMuzzled program, with warm-up by Montdale country singer Nate Hosie, Friday, Feb. 12, and the NRA Country Concert featuring country star Justin Moore and special guest Ben Gallagher, an up-and-coming country artist from Camp Hill, Saturday, Feb. 13. [Here's more about Phil Robertson appearance at the Great American Outdoor Show.](#)

Another program change, moving the Birds of Prey: The Ultimate Hunter into the Small Arena, should make more visitors aware of the program and give them better vantage points for watching it. The program, which features live raptors and covers everything from the birds' biology to their relationships with humans to falconry, will be held each day of the show, Saturday, Feb. 6, through Sunday, Feb. 14.

"We're trying to always add a bunch of different events for the family," said Jeremy Greene, director of marketing and media relations for NRA General Operations.

He also anticipates that Pyramyd Air will expand the air gun range again this year. The range, part of the of the show's family-oriented offerings, provides visitors with the chance the use a variety of air guns at targets ranging from animal silhouettes to spinning metal plates.

The Fishing Hall also will be expanded with more exhibitors, retailers, captains and guides this year.

"We really focused on fishing this year," said Greene. "We got a lot of feedback last year for more fishing."

Visitors should expect the Shooting Sports Hall to continue its upgrading also, as more of the national manufacturers bring their top-level, national, industry-show exhibits to Harrisburg.

Greene said their initial hesitance over a long, nine-day show has transformed into a recognition that the Great American Outdoor Show allows for considerable consumer research into future product alterations and additions.

While visitors from 43 states attended last year's show, the growing prominence of the event in Central Pennsylvania affords residents here an enhanced position in influencing product changes and new directions.

Although it's not really a part of the show that most visitors will even know is happening, another programming change will bring Bass University to a meeting room in the complex on Saturday and Sunday, Feb. 6 and 7. Bass University brings together a half-dozen bass fishing pros to offer one- or two-day programs in various venues. [Here's more about Bass University.](#)

Many repeat visitors will notice the change from the unwieldy, tabloid newspaper-sized program guide for the show to a slick, 70- to 76-page magazine this year. The pocket guide and map to the show, which was a bit hit with visitors last year, will be back again this year.

## **2016 Great American Outdoor Show Announces All-Star Guest List**

HARRISBURG, Pa. – The 2016 Great American Outdoor Show will feature appearances by some of the biggest names in the outdoor industry. Fans will have the opportunity to meet, greet and hear from some of their favorite professional sportsmen and women between February 6th and 14th in Harrisburg, Pennsylvania.

Kawasaki Powersports newest family member, six-time World Wrestling Federation Champion and WWE Hall of Fame member “Stone Cold” Steve Austin will host an autograph session February 10 at the Kawasaki Booth. Fans will be allowed one autograph and one photo each with the host of hit CMT shows Steve Austin’s Broken Skull Challenge and Redneck Island.

Duck Dynasty patriarch Phil Robertson will share his strong beliefs in liberty and the protections afforded to us in the Constitution at UnMuzzled: Phil Robertson Talks God, Guns, and Country on February 12 at the Large Arena. Joining Phil as musical entertainment will be lifelong hunter and HeadHunter TV host Nate Hosie.

Attendees will also get to hear from Duck Dynasty star Jase Robertson, professional archer and Fear No Evil host Chris Brackett, nine-time UFC Welterweight Champion Matt Hughes, American hunting couple Lee and Tiffany Lakosky, rough and tough Texas Brian “Pigman” Quaca, and everyone's favorite Gunny, R. Lee Ermey.

Fishing enthusiasts interested in learning to catch more big bass will have the chance to learn from pro anglers at The Bass University with Mike “Ike” Iaconelli, Ott DeFoe, Ish Monroe, Jacob Prowroznik, Pete Gluszek, and John Crews.

The Great American Outdoor Show celebrates the outdoor traditions treasured by millions of Americans and their families in a 650,000 square foot exhibit space that will feature nearly 1,100 exhibitors, including shooting manufacturers, outfitters, boat and RV dealers, hunting and fishing retailers, and much more.

To see the full schedule of celebrity appearances, and to purchase tickets to the Great American Outdoor Show, visit us at [www.greatamericanoutdoorshow.org](http://www.greatamericanoutdoorshow.org).

### **About the National Rifle Association**

Established in 1871, the National Rifle Association is America’s oldest civil rights and sportsmen’s group. Five million members strong, NRA continues its mission to uphold Second Amendment rights and is the leader in firearm education and training for law-abiding gun owners, law enforcement and the military. Visit <http://nra.org>.

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## Bass University coming to Great American Outdoor Show

Bass University will join the Great American Outdoor Show this year at the Pennsylvania Farm Show Complex and Expo Center in Harrisburg.

Jan. 31, 2016 – By Marcus Schneck – PennLive.com - [LINK](#)



The Bass University of one- and two-day slate of classes taught by professional bass anglers is coming to the Great American Outdoor Show, or at least the first weekend of the show, Saturday and Sunday, Feb. 6-7, at the Pennsylvania Farm Show Complex and Expo Center, Harrisburg.

Although some of the pros leading the classes also will be presenting seminars and demonstrations during the show, which runs Saturday, Feb. 6, through Sunday, Feb. 14, Bass University is not included with show admission and not even noticeable to most show visitors. It will be held in the same complex of halls, but in a separate meeting room off the main floor.

Admission to Bass University is \$109 for one day or \$199 for both days, \$97 or \$175 for students ages 17 and under.

The pros scheduled for Saturday are Mike Iaconelli, Ott DeFoe and Ish Monroe, and for Sunday are Jacob Powroznik, Pete Gluszek and John Crews. That lineup could change because of emergencies or weather conditions.

They will give students an in-depth look at their individual mind-sets and unique fishing styles. Each one will present two 45 minute programs on cutting-edge bass fishing tactics and techniques, and then take questions from students.

Each day also includes a breakout session designed for an up-close learning experience and a question and answer roundtable discussion among all three pros for that day.

Learn more at the [Bass University](#) website.

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# Cedar Cliff grad Gallaher to open country concert for Justin Moore at Great American Outdoor Show

January 19, 2016 – by Jason Maddux – PennLive.com - [LINK](#)



**Ben Gallaher will play at the Great American Outdoor Show on Feb. 13 at the Farm Show Complex. (*Justin Harris*)**

A Cedar Cliff High School graduate who is now a Nashville-based country singer will help open the 2016 [Great American Outdoor Show](#).

[Ben Gallaher](#) graduated in 2010 and [signed a record deal](#) with Sony Music Nashville in 2014. In 2015, he signed a publishing deal with Universal Music Publishing. He lives in Nashville when he's not touring. He will open for Justin Moore on Feb. 13.

"I have attended the outdoor show for years with my family and have grown up hunting, fishing, and camping in central Pennsylvania. It's an honor to return to my hometown and open this show," he said in a news release. "I remember seeing Justin Moore perform at the PA Farm Show Complex years ago, and I am beyond excited to open for him in the same arena."

Now 23, he spent one year at Penn State University and transferred to Nashville's Belmont University where he graduated in May 2014 with a degree in Entertainment Industry Studies. Ben Gallaher and his band performed to approximately 500 fans at a free concert at the Pennsylvania Farm Show's Large Arena on the evening of Jan. 3.

"I write about the common man, because those are the people I grew up with. In every song there's a story about life, and what we hope to become and the highs and lows on our journey," he said of his songwriting, [according to his website](#).

Tickets range from \$25 in the upper arena to \$85 for pit access. [Learn more about getting tickets here](#).

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## MEDIA INTERVIEWS

Mary Smith, President & CEO of the Hershey Harrisburg Regional Visitors Bureau is available for media interviews regarding the contents of this news release. Please try to make interview requests at least 12-hours in advance. The bureau will make every effort to accommodate all interview requests. Contact [Rick@HersheyHarrisburg.org](mailto:Rick@HersheyHarrisburg.org) or cell 717.884.3328.

## ABOUT THE HERSHEY HARRISBURG REGIONAL VISITORS BUREAU

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The HHRVB is the official non-profit partnership-based Destination Marketing Organization (DMO) leading economic growth for Pennsylvania's Hershey & Harrisburg Region through destination marketing and tourism development. The organization, accredited by Destination Marketing Association International ([DMAI](#)) since 2010, is committed to actively marketing the tourism assets in Dauphin & Perry County to business and leisure travelers both domestic & international. The bureau also leads regional sales efforts to attract meeting & event organizers, sporting event producers, and group tour leaders. For more information go to [VisitHersheyHarrisburg.org](http://VisitHersheyHarrisburg.org) or call 877-727-8573. Media can use #HHRVB and #HHRVB4Media when tagging stories and social media posts related to the region.