



FOR IMMEDIATE RELEASE

ABM PREPARING TO COME “OUT OF HIBERNATION”

CLAYTON, New York (March 18, 2013) – The Antique Boat Museum, North America’s premier freshwater nautical museum based in Clayton, New York, announced today the details of Opening Weekend 2013 and its corresponding countdown campaign.

Beginning on Friday, March 22, the Antique Boat Museum will kick-off a 49 day countdown campaign to mark the opening of the 49th annual Antique Boat Show year, which will take place on Friday, May 10. The campaign, “Out of Hibernation,” will unlock, or wake up, some of the unique artifacts and displays at the Museum through various social media initiatives.

In addition, the Museum will giveaway speedboat passes and other prizes to those who “like” the Museum on Facebook (facebook.com/antiqueboatmuseum) or “follow” on Twitter (@ABM1000islands).

The Opening Weekend celebration, which will run May 10-12, will include a free book giveaway to the first 25 paying visitors on May 10, All Daughters Day – an event aimed at mothers and daughters featuring presentations, tea and other activities on Saturday, May 11, and free admission for mothers with paid admission of a child on Mother’s Day, May 12, as well as a free flower for the first 25 mothers through the gate, courtesy of Gray’s Flower Shop.

All giveaway items are limited and on a first-come, first-serve basis.

The Antique Boat Museum will operate daily throughout the season between the hours of 9 a.m. and 5 p.m. Special event hours may differ.

Located on the St. Lawrence River in the 1000 Islands, the Antique Boat Museum features a collection of over 300 antique and classic boats among thousands of recreational boating artifacts. Beginning May 10, the campus comes alive with speedboat rides, boat shows, and educational programs for all ages, special events and more. For more information please visit the Museum’s website at ABM.org.

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