



THE DUCKS UNLIMITED
GREAT OUTDOORS
FESTIVAL
-2004-
RICHMOND/PETERSBURG, VIRGINIA

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**INAUGURAL DUCKS UNLIMITED GREAT OUTDOORS FESTIVAL PROVIDES
FAMILY ADVENTURE AT VIRGINIA MOTORSPORTS PARK SEPT 17, 18, 19
Festival Primed To Significantly Impact Economy In Virginia.**

Dinwiddie County, VA -- (September 14, 2004) The Inaugural Ducks Unlimited Great Outdoors Festival is set to take place at the Virginia Motorsports Park, in Dinwiddie County, just south of Petersburg, Friday, September 17; Saturday, September 18 and Sunday, September 19. The Ducks Unlimited Great Outdoors Festival is made up of nine villages each filled with activities, seminars, demonstrations and exhibitions of industry related products. From fly-fishing clinics and retriever dog demonstrations to shooting sports and archery, outdoor enthusiasts can participate in dozens of hands-on sporting activities.

The Ducks Unlimited Great Outdoors Festival has an equally strong impact on the local economy. For the past ten years, hundreds of thousands of people have enjoyed the Ducks Unlimited Great Outdoors Festivals in Tennessee and for the past six years in Wisconsin. In both locations, the Festivals have grown to more than 60,000 in attendance per event. In 2003, the Ducks Unlimited Great Outdoors Festival in Wisconsin had an economic impact of \$12 million on the state. Gauging from previous successes, the impact on the economy in Virginia is expected to be significant. Attendees at the Ducks Unlimited Great Outdoors Festival can test their skills in nine specialized Festival villages. Novice to experienced sportsmen can try the latest sporting products in real-life conditions and receive coaching from skilled professionals. The specialized villages include:

- **ATV Village** – Test drive the latest ATV's on an off-road course.
- **Off Road/4x4 Village** - Take the latest SUVs on a specially designed off road track.
- **Chevrolet Fishing Village** – Paddle around the lake in a canoe and kayak and learn the latest fly-fishing, spin casting and bait casting techniques.
- **Biking & Camping Village** – This includes a bike track and rock climbing wall.
- **Suzuki Archery Village** – Fully equipped with 3-D targets and trick shooting demonstrations.
- **Nissan Hunting Dog Village** – Don't miss the famous DockDogs Big Air Competition and hear from experts in dog handling and training, see retriever demos and water dog long jump demo's.
- **Shooting Sports Village** – Test out the latest shotguns, rifles, pistols and air rifles and see world renowned shooters Tom Knapp and John Satterwhite.
- **Exhibitor Village** – Check out the latest in hunting accessories including duck and goose calls.
- **KidsZone** – Dozens of activities designed especially for the kids – including fishing, biking, rock climbing, archery, shooting sports and more.
- **Conservation Village** – Features local, regional and national conservation organizations and offers the chance to discover what nonprofit agencies are doing today to make a difference tomorrow.

The Ducks Unlimited Great Outdoors Festival will take place at the Virginia Motorsports Park, located at 8018 Boydton Plank Road in Petersburg, VA 23803. Festival hours are: Friday 12-6 p.m., Saturday 9 a.m. – 6 p.m. and Sunday 9 a.m. – 5 p.m.

Advance discount tickets for the Ducks Unlimited Great Outdoors Festival are on sale now at participating AutoZone stores, Bass Pro Shops, Dance's Sporting Goods, Green Top Sporting Goods and Kroger, \$10/adult and \$5/child (6-12). Tickets are also available at the gate for \$15/adult and \$8/child (6-12). A military discount (with valid ID) is available at the gate for \$10/adult and \$5/child (6-12). Parking at the event is \$5 and children under five and dogs on a lead are admitted free. E-tickets are available at www.dugof.com. For additional information, contact the Festival hotline at 323/782-2978, Ducks Unlimited at 901/758-3858 or checkout www.dugof.com or www.ducks.org.

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About Ducks Unlimited Inc.

With more than 1 million supporters, Ducks Unlimited (DU; www.ducks.org) is the world's largest wetlands and waterfowl conservation organization. Since its founding in 1937, DU has conserved more than 11 million acres of critical wildlife habitat across North America. Wetlands are nature's most productive ecosystems, but the United States alone has lost more than half of its original wetlands and continues to lose more than 100,000 wetland acres every year.

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