



World's Greatest Hobby on Tour

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**Press Release**

FOR IMMEDIATE RELEASE

## **Industry Leaders Support “*The Tour*”**

Positive comments continue to come in from manufacturers, publishers and hobby shops about the World's Greatest Hobby on Tour shows. Manufacturers and publishers see the shows as a place to introduce thousands of new model railroaders to their product line as well as meet with long-time, loyal customers. Local hobby shops that participate understand it is the ideal place to introduce themselves to a large, local group of potential new customers. Stories of large increases in foot traffic through their stores as a result of their participation in the show are not uncommon.

To date Athearn, MTH, Kalmbach, Walthers and Bachmann Trains are on board for all of the 2007 shows. The trend of industry leaders signing up as soon as dates are announced speaks volumes for their dedication to promoting and growing the hobby and for the benefits to their business they see from their participation in the World's Greatest Hobby on Tour.

The World's Greatest Hobby on Tour is scheduled for the following stops in 2007:

- **Indianapolis, IN** • **January 6 & 7, 2007** • Indiana State Fairgrounds, Indianapolis, IN.
- **Pittsburgh, PA** • **January 20 & 21, 2007** • Pittsburgh ExpoMart, Monroeville, PA.
- **Atlanta, GA** • **February 3 & 4, 2007** • Cobb Galleria Centre, Atlanta, GA.
- **Portland, OR** • **February 17 & 18, 2007** • Portland Metropolitan Expo Center, Portland, OR.
- **Fort Worth, TX** • **March 17 & 18, 2007** • Fort Worth Convention Center, Fort Worth, TX.

The World's Greatest Hobby on Tour is a model railroad show designed to introduce the general public to the hobby in an exciting, family-oriented atmosphere. The show includes manufacturers, hobby shops, operating displays, interactive activities, workshops and provides an in-person introduction to the World's Greatest Hobby.

Admission for the World's Greatest Hobby on Tour only \$9 for adults and kids 16 and under are FREE. The family fun is from 10:00am to 6:00pm on Saturday and 10:00am to 5:00pm on Sunday.