



MEDIA RELEASE

Academy of Model Aeronautics

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Date: September 12, 2017
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AMA announces promotional partnership with Rocky Mountain Hobby-Expo

AMA will act as promotional partner for 2017 Rocky Mountain Hobby-Expo

Muncie, IN—The Academy of Model Aeronautics (AMA) will be attending the Rocky Mountain Hobby-Expo in Denver, Colorado October 28 and 29, 2017, to promote AMA's programs, member services, and the model aviation hobby. The intent of the event is to promote participation in different hobbies, including but not limited to model aviation and other RC activities.

Thousands are expected to attend the inaugural Rocky Mountain Hobby-Expo, sponsored by the Hobby Manufacturers Association. The event will introduce different hobbies to the public, allow them to try the products and activities at the show, and purchase items on the spot. Attendees will also get the opportunity to attend different workshops to further their experience and learn more about the hobbies being showcased at the event.

The Rocky Mountain Hobby-Expo will be held in a 120,000-square-foot space in the Denver Mart, a nonunion convention facility with close proximity to Interstates 25 and 70. The facility is easily reached from Denver International Airport.

The mission of Rocky Mountain Hobby-Expo is twofold. First is to promote and educate the public about family-oriented hobbies throughout the Rocky Mountain region and beyond by providing information and inspiration to new and existing hobbyists. Secondly, the goal is to provide a cost-effective medium for hobby manufacturers to reach retailers and consumers via a single coordinated event.

AMA will promote the event to its partners and its approximately 200,000 members across the country. Current AMA members are eligible for a \$2 discount on advance tickets using discount code AMA2017 on the event website. Advance ticket holders can avoid the line at the door and are automatically registered for hourly door prize drawings.

For more information about the Rocky Mountain Hobby-Expo, visit rockymountainhobby-expo.com. To learn more about becoming a vendor at the show, contact Jim Marski via email at hobby-expo@outlook.com or by phone at (303) 345-5031.

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The Academy of Model Aeronautics, founded in 1936, continues to be devoted to national airspace safety. It serves as the nation's collective voice for approximately 200,000 modelers in 2,400 clubs in the United States and Puerto Rico. Headquartered in Muncie, Indiana, AMA is a membership organization representing those who fly model aircraft for recreation and educational purposes. For more information, visit www.modelaircraft.org.