

Blue boot flags fly over Kiel Bay and the Förde

Partnership between boot and Kiel Week actively promotes sailing

When the blue boot flags fly over Kiel Bay and the Förde, it's full speed ahead for Kiel Week. For more than three decades, the flags have been the figurehead of Kiel's annual event. Halfway through the boat show, the Kiel Week is the meeting point for the trade fair organisers and the active sailors on site. From 21 to 30 June, boot shows its colours on the mile of the Schilksee Olympic Centre with its impressive boot Düsseldorf Club. Two sun terraces - one facing the stage and the other the Mile - invite athletes, sponsors and the public to linger in a cosy atmosphere. The club, which is also where the sailors register, will provide information about the trade fair and, of course, small boot souvenirs such as tasty sea bears, key rings and bottle openers. Every active regatta participant will also receive a boot starter bag.

The partnership with Kiel Week is particularly dear to the heart of Düsseldorf Exhibition Director Wolfram Diener: "As the cradle of water sports, sailing is an important cornerstone of boot Düsseldorf. With our Start Sailing campaign in Hall 15 we are actively promoting the sport for young sailors, and in the popular boot Sailing School many thousands of children have been able to learn their first tips and tricks from experienced sailing instructors over the past five decades. The Sailing Center, with its high-caliber lecture program and many VIPs and experts from the international sailing world, is the meeting place for active and interested people every year. That's why our partnership with Kiel Week is on the right track. I wish the active participants and the organizers a successful Kiel Week with the best sailing weather, as always presented by weather expert Meeno Schrader."

Sailing fans can already make a note in their diaries: Traditionally the poster for the next Kiel Week will be unveiled on Monday, 20 January 2025 at boot Düsseldorf. The trade fair will open its doors to all water sports fans next year from 18 to 26 January in 16 exhibition halls. Up-to-date information is available at www.boot.com.



18-26 Jan 2025
boot.de boot.com



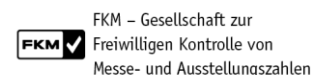
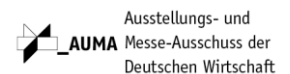
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The world's largest yacht and water sports fair

With more than 200,000 visitors from over 100 countries and 1,500 exhibitors on 220,000 square meters in Halls 1 to 17, boot Düsseldorf from 18 to 26 January 2025 is the world's largest yacht and water sports fair. Both sailors and motor boaters will find a wide variety of boats, dinghies, superboats or luxury yachts. The popular water sports of diving, surfing, kite surfing, stand up paddling, skimboarding or canoeing are available at boot in all facets and with the appropriate equipment. Attractive stage programs with the stars of the scene, the latest trends and a high-caliber mix of workshops and hands-on activities, both for leisure sports enthusiasts and experts, make the fair unique worldwide. But marine conservation and innovative, sustainable technologies are also in focus at boot 2025. In cooperation with the European Boating Industry (EBI), the blue innovation dock will offer a unique dialogue format with political, economic, technological and media expertise in Hall 10. In addition, two lighthouses for ocean protection will again be on board: The prestigious "ocean tribute" award with partners Prince Albert II. Foundation and German Ocean Foundation as well as the "love your ocean" campaign with its stand in Hall 11.

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