



**For Immediate Release**  
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## **APBA INTRODUCES APBA PWC TELEVISION**

### **New Online TV Feature Added to the APBA Website**

**EASTPOINTE, MI** - The American Power Boat Association (APBA) is excited to announce the new APBA PWC Television online television feature that has been added to the APBA website. The new online TV feature will allow the APBA to broadcast 24 hours a day on the internet old PWC racing events. Instead of small clips, entire shows from past APBA events can be watched online via the APBA web site. A special On-Demand feature will allow viewers to call up certain videos and watch them immediately. In addition to the release of old APBA race videos, the APBA will be broadcast select events live on APBA PWC Television.



For the introduction of APBA PWC TV the APBA has released four videos – The 2006 APBA Watercross Nationals, 2006 APBA National Tour Rounds 1-2 from Parker, Arizona, 2007 APBA Watercross Nationals, and the 2008 HYDRO-TURF APBA National Tour round number 7 from Harbor Beach, Michigan. One or two new shows will be introduced each month. By the end of the summer PWC racing enthusiasts will be able to choose from a large number of full length videos to watch on the APBA web site.

“We have a very large archive of old race videos”, said Patrick Mell, APBA PWR Director of Marketing and Events. “Being involved in promoting and organizing PWC racing events for both the APBA and IJSBA for more than 20 years I have accumulated a very large archive of videos that is probably close to 70 shows. Many of these shows were produced way before the invention of the DVD, so the conversion process will be a little work, but we will get them converted and slowly release many cool old racing videos. The will be classic events from the old APBA Great Lakes Tour, Midwest Watercross Tour, Pro Watercross Tour, APBA Yamaha Hot Water Tour, XSTV shows and others as well as the APBA National Tour events from the last few years. This is some great new technology and will take some work to take advantage of all the ways it can be used to promote the sport. We look forward to capitalizing on this new technology. There will be many benefits to the new

online broadcast of APBA events. This will help both the APBA, its race promoters and the racers show current and potential sponsors the great exposure they can receive from getting involved in PWC racing.”

While of course the online quality of videos is nowhere near DVD quality, the majority of the shows will be available for purchase in DVD format. The shows can be purchased from the APBA Online Store.

So what are you waiting for? Check it out on the APBA website at [www.APBARACING.com](http://www.APBARACING.com) or copy and paste the following for a direct link to APBA PWC Television - <http://www.apbaracing.com/apbatv.html> .

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