

NEWS RELEASE

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Contact: Matt Rowley
MATSU Events LLC
907-301-7870
matt@matsuevents.com

Mat-Su Outdoorsman Show Goes Virtual

WASILLA, AK – The Mat-Su Outdoorsman Show, a traditional rite of spring in the Valley, was scheduled to fill the Menard Sports and Events Center in Wasilla on March 27th, 28th, and 29th.

Due to the rapidly evolving COVID-19 situation, the show was cancelled only 11 days prior to its scheduled opening.

Thousands of Mat-Su residents were anxiously looking forward to visiting the Outdoorsman Show, attending seminars, and grabbing food at the anticipated food truck rally. Vendors as well couldn't wait to showcase their products and talk about their services one-on-one with a captive audience of prospective customers.

The show vendors and exhibitors are all real businesses, run by real people. Some of them are “mom and pop” small business, others are large corporations. Most all of them, as a part of their regular business practices, have proactively expanded into the digital world with company websites, Instagram accounts, and Facebook pages.

In order to adapt to this new world of social distancing, the 2020 Mat-Su Outdoorsman Show has gone virtual, by providing access to all these great vendors now under one “online” roof rather than under the physical roof of the Menard Center.

The thousands of visitors who were looking forward to visiting the Menard Center are encouraged to take the time to visit these same vendors and exhibitors via the new Virtual Mat-Su Outdoorsman Show at matsuevents.com. The site contains direct links to exhibitor's websites, to their Facebook pages, and to their Instagram entry points.

“Rather than walking past these vendor's booths at the Menard Center, visitors can now kick off their shoes, get comfortable, and take an hour or three to interact with these businesses via social media, all while maintaining safe social distancing,” says Matt Rowley, co-owner of MATSU Events. “Go online to check out the photos and videos these great companies are showcasing on Instagram. Follow their interactions on Facebook. Then give them a call, drop them an email, or interact on their social pages to learn how they can help you get the most of your outdoor Alaska experience!”

These companies are in business now, and they want to continue to stay in business. If they sell products, they can also most likely ship them to your door. If they provide charters or outfitting services, they will be providing those services long after COVID-19 blows over. Now is the ideal time book your summer adventures or grab that outdoor gear you've been looking for. Take the time to check out the Virtual Mat-Su Outdoorsman Show online and find out how to maximize your Alaska experience. Chances are you'll find some great deals, and you may even find activities or stuff that you never even realized you needed! www.matsuevents.com

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