

## **The BLADE Show, *World's Largest Knife Show*, Offers Discount to Military & Law Enforcement**

*The 2012 BLADE Show will be held in Atlanta, Georgia at the Cobb Galleria Centre June 8-10, 2012.*

**Atlanta, GA (March 6, 2012)** - For 3 days, the BLADE Show ([www.bladeshow.com](http://www.bladeshow.com)) is set to provide the very best of the knife-making and knife-collecting industries — nearly 700 tables and over 200 factory booths and thousands of products—as well as unique educational seminars and edge-of-seat fun at the BladeSports International Competitions!

With each paid BLADE Show admission, attendees also receive FREE entry into the Survival+Tactical Gear Expo! Under the same roof as the BLADE Show, the S+TG Expo features manufacturers, dealers and suppliers of products and services related to tactical firearms, tactical knives, self-defense gear for civilians and all manner of products for law enforcement and military applications. With this target market in mind, BLADE Show staff will offer all active military and law enforcement an onsite discounted entry ticket rate of \$8. The regular price of an attendee entry ticket into the show is \$15 for a one-day ticket. This discount will NOT be offered through online registration, but onsite at the event. Active identification card will be required in order to receive the discounted rate onsite.

The BLADE Show was created for knife enthusiasts by knife enthusiasts and is presented by BLADE Magazine —the world's most trusted authority on knives and knifemakers. BLADE Magazine's Managing Editor, Joe Kertzman states, *"Our servicemen and women sacrifice so much in putting their family lives on hold, and often their own lives on the line, to protect and serve this great country of ours. The least we can do to show our gratitude is make them feel welcome at our show, encourage them to come and give them a nearly half-price discount. It's our small way of saying thank you."*

For questions regarding the 2012 BLADE Show please contact us at: [bladeshow@fwmedia.com](mailto:bladeshow@fwmedia.com) or 877-746-9757 (option 1)

### **About BLADE Show**

The BLADE Show is the world's largest combined show of handmade, factory and antique knives. This year will be the 31<sup>st</sup> year the show has been providing knife enthusiasts a means to showcase knife collections, purchase from a diverse array of knife manufactures, as well as learn greater knowledge of the knife industry. The BLADE Show's parent company is F+W Media, Inc. Founded in the early 1900s, F+W is a publisher of special interest magazines and books in a broad variety of consumer enthusiast categories. For more information visit us at: [www.bladeshow.com](http://www.bladeshow.com).