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**PRESS RELEASE
FOR IMMEDIATE RELEASE**

The Rush Is On to Repticon's FIRExpo in Lakeland!

Lakeland FL - September 10 & 11, 2016 - Repticon, a nationwide promoter of reptile and exotic animal expos, brings its unique blend of vendors, breeders, and educators back to Lakeland for the eagerly awaited FIRExpo! The Florida International Reptile Expo is an event that brings hundreds of enthusiastic herpers from all across Central Florida rushing to The Lakeland Center for a dynamic family-oriented, fun-filled event. The expo brings thousands of reptiles, amphibians, invertebrates, spiders, and small exotic animals to area enthusiasts. Top breeders and vendors will offer animals, merchandise, cages, supplies, live and frozen feeders, and much more, as well as their expert advice where needed.

In addition, world-class seminars by industry experts will educate and entertain throughout the event. Many of the seminars feature live animals with an opportunity for guests to interact with them. Free-entry raffles are held frequently during both days of the event, offering guests the opportunity to win coveted prizes.

This event, held at The Lakeland Center, 701 West Lime Street, Lakeland FL, offers great family entertainment which is suitable for all ages and for a very diverse range of enthusiasts.

The doors open to the general public at 10 a.m. on Saturday, closing at 5 p.m. On Sunday, the show hours are 10 a.m. until 4 p.m. At the door, tickets are \$10 for adults, \$5 for children 5-12, and children under 5 are admitted free. VIP and advance tickets may be purchased from our website at <http://www.repticon.com/fire.html>.

If you would like more information, an opportunity for a one-on-one interview with one of our employees or vendors, or to send a reporter or film crew to the event for onsite coverage, or to discuss a ticket giveaway, please contact our Promotions Team Leader, Bonnie Miller, by phone at 1-803-814-5018 or by email at bonnie.miller@repticon.com.

Attached are photos from one of our Repticon shows and the FIRExpo Banner. Other photos are available upon request.



FIRE 2016
EXPO

Florida International Reptile Expo