

For Immediate Release – January 10, 2013

WORLD'S LARGEST CHARITABLE ICE FISHING CONTEST IS SET FOR JANUARY 19

Brainerd, MN—The 23rd Annual Brainerd Jaycees \$150,000 Ice Fishing Extravaganza officials were formally issued an event permit on Thursday, January 10, by the Crow Wing County Sheriff's Department. Sheriff Todd Dahl and Sgt. Scott Goddard met the Brainerd Jaycees on Gull Lake's Hole in the Day Bay to verify the ice conditions, and found clear, consistent ice, sufficient for next Saturday's event, throughout the contest site.

Officials and event organizers want to encourage those attending to use the free shuttles available at Brainerd International Raceway and at the old Nisswa Flea Market on Highway 371 North. Shuttles begin at 8:00 am and run until the last contestants are off the ice.

The Extravaganza is on Saturday, January 19th from 12:00-3:00 p.m. Each year this event is held on Gull Lake located seven miles north of Brainerd, MN. "We are thrilled by the winter weather we've had, and with over 7,500 tickets pre-sold we expect this could be a record year," said Cori Wrobel, event chairperson.

The volunteer-run Extravaganza draws more than 10,000 anglers annually who compete for more than \$150,000 in prizes. There are 150 prizes including a new Ford or GMC 4x4 Pick-up, Arctic Cat snowmobiles and ATVS, an Ice Castle Fish House to a number of other ice fishing related prizes – not one less than \$250 in value.

All proceeds are donated to area non-profit organizations with Confidence Learning Center—an outdoor center for persons with developmental disabilities (www.camconfidence.com)—being the primary beneficiary.

It takes three days to set-up the event site which becomes the second largest city in Crow Wing County that Saturday. There are approximately 20,000 holes pre-drilled for the anglers to choose from. Official information, tickets, and current updates can be found at www.icefishing.org.

The Brainerd Jaycees are a community and leadership development organization for men and women ages 18-40. Founded in 1939 they have grown to over 130 members in the Brainerd Lakes area. Collectively the members of the Brainerd chapter donate over 20,000 hours and \$250,000 to area charities and causes each year. For more information on the Brainerd Jaycees visit www.brainerdjaycees.com.