

## **NEWS RELEASE**

**For Immediate Release: January 4, 2013**

**For Information: Angie Nelson, [marketing@icefishing.org](mailto:marketing@icefishing.org) or 218.330.6692**

### **WORLD'S LARGEST CHARITABLE ICE FISHING CONTEST TO BE HELD JAN. 19**

Brainerd, MN—The Brainerd Jaycees will be holding the 23<sup>rd</sup> Annual \$150,000 Ice Fishing Extravaganza Saturday, Jan. 19, on Gull Lake's Hole in the Day Bay, north of Brainerd, MN. More than 10,000 anglers are expected to compete for one of 150 prizes valued at more than \$200,000. In the history of the event contestants from as far away as Hawaii and Germany have participated.

Contestants can expect the same great event as in years past with the large prize list and the unique opportunities to win a major prizes at different spots on the leader board—1<sup>st</sup> place wins a new pick-up truck and 100<sup>th</sup> place wins an Ice Castle fish house. Back again this year is the Lindy Big Fish Bounty where the 23<sup>rd</sup> place winner can earn \$3,000 in addition to the \$2,300 on the prize list if they catch the winning fish on a the special edition Clown colored Lindy Rattlin' Flyer Spoon available exclusively at Mills Fleet Farm stores.

While the contest was postponed in 2012 due to ice conditions across Gull Lake, event organizers are optimistic that's an unlikely issue for the 2013 event. 12-14" of ice is reported throughout the contest site at Hole in the Day Bay and according to area fishing guides there are no indications of open water or slush at other spots on Gull Lake. "We are excited that ice conditions and the extended forecast are favorable," said Cori Wrobel event organizer with the Brainerd Jaycees, "and planning for another successful event is in full swing." Tickets are available for purchase online, at Brainerd-area outlets and at all 32 Mills Fleet Farm stores for \$45.

The Brainerd Jaycees \$150,000 Ice Fishing Extravaganza is completely volunteer-run and all event proceeds are donated to area charities. The primary benefactor is Confidence Learning Center which is an outdoor recreational facility and camp for people with developmental disabilities. However, more than 50 organizations in the Brainerd-lakes area have received donations in the history of the event which will most likely tip the scales at \$3-million in charitable donations this year. More information and official updates can be found at [www.icefishing.org](http://www.icefishing.org)

###