

NEWS RELEASE

For Immediate Release: January 6, 2014

For Information: Angie Nelson, marketing@icefishing.org or 218-330-6692

WORLD'S LARGEST CHARITABLE ICE FISHING CONTEST TO BE HELD JAN. 25

Brainerd, MN – The Brainerd Jaycees will be holding the 24th Annual \$150,000 Ice Fishing Extravaganza Saturday, Jan. 25 on Gull Lake's Hole in the Day Bay, north of Brainerd, MN. Over 10,000 anglers are expected to compete for one of 150 prizes valued at more than \$200,000. Throughout the history of the event, contestants from as far away as India, Germany, and Hawaii have participated.

Contestants can expect the same great event as in years past with the opportunity to win large prizes at various places on the leader board – 1st place wins a GMC or Ford pick-up truck, 100th place goes home with an Ice Castle fish house, and Arctic Cat 4-wheelers are spread throughout the list. The Lindy Big Fish Bounty is back again this year, where the 24th place winner can earn \$3,000 in addition to the \$2,400 on the prize list if they catch the winning fish on the special edition Emerald Shiner colored Lindy Rattlin' Flyer Spoon available exclusively at Mills Fleet Farm stores. Also returning this year after a one year hiatus is the Catch of the Day Extravaganza Give Away, and additional contest within the Extravaganza, giving participants the chance to win a prize package valued at \$9,000 for an additional \$5. Stamps for this contest can be purchased online and at Mills Fleet Farm in Baxter.

Event organizers are ready for this year's event, and the cold weather has surely been beneficial for the ice conditions. As of last week, 12-16" of ice was reported throughout the contest area at Hole in the Day Bay. "Although it has been a cold couple of months, we are very excited that the conditions are favorable for the Extravaganza," said Matt Castle, event organizer with the Brainerd Jaycees, "planning has been smooth and we are looking forward to another successful contest." Tickets are available for purchase online, at Brainerd area outlets and at all 34 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 beneficiary is Confidence Learning Center, an outdoor recreational facility and camp for individuals with developmental disabilities. However, more than 50 organizations in the Brainerd Lakes area have received donations in the history of the event, which is likely to exceed \$3 million in charitable donations this year. More information and official updates can be found at www.icefishing.org.

###