

NEWS RELEASE

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NATIONAL GEOGRAPHIC FILMING AT ICE FISHING EXTRAVAGANZA

Brainerd, MN - National Geographic is creating a new reality television series focused on all things ice fishing and will be filming an episode at the Brainerd Jaycees Ice Fishing Extravaganza on Jan. 25. The show will follow a group of seasoned fisherman who represent the culture of ice fishing in America throughout the series and will air later this year. The film crew will spend nearly one week in the Brainerd lakes area filming many different aspects of ice fishing, the preparation of the Extravaganza on Gull Lake's Hole in the Day Bay, and the contest itself.

This is the second time in the 24-year history of the Ice Fishing Extravaganza that it will be featured by National Geographic. Almost 22 years ago there was a two-page spread including an aerial photograph of the event in the September 1992 edition of National Geographic *The Magazine*. "We are thrilled that National Geographic is interested in showcasing our event," said Angie Nelson, a representative of the Brainerd Jaycees, " fishing contests are a very important aspect of ice fishing culture."

The Extravaganza location was chosen in part because of the uniqueness of the event which boasts more than 10,000 participants annually and its robust prize list of 150 prizes valued at more than \$200,000. In addition, it is the world's largest charitable ice fishing contest organized strictly by volunteers and the proceeds are donated to area charities totaling nearly \$3 million in its history.

For more information on the Brainerd Jaycees Ice Fishing Extravaganza visit www.icefishing.org.

The Brainerd Jaycees are a leadership development organization for men and women ages 18-40. Founded in 1939 they have more than 130 members. The Brainerd Jaycees donate more than 30,000 hours and \$250,000 to area charities and causes each year. For more information on the Brainerd Jaycees visit www.brainerdjaycees.com.

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