

For Immediate Release – January 14, 2015

## WORLD'S LARGEST CHARITABLE ICE FISHING CONTEST IS SET FOR JANUARY 24

**Brainerd, MN**— The 25<sup>th</sup> Annual Brainerd Jaycees \$150,000 Ice Fishing Extravaganza officials were formally issued an event permit on Wednesday, January 14<sup>th</sup>, by the Crow Wing County Sheriff's Department. Sheriff Todd Dahl and Sgt. Adam Kronstedt met representatives from 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 24<sup>th</sup> from 12:00-3:00 p.m. Each year this event is held on Gull Lake located seven miles north of Brainerd, MN. "The early ice was a blessing for us this year. We are very excited to celebrate the 25<sup>th</sup> Anniversary next Saturday," said Sarah Stenerson, event chairperson. "Also make sure to get your tickets for the "official" 25<sup>th</sup> Anniversary Party to be held Saturday evening at 8:00 pm, featuring 80's rock from Arch Allies. It's going to be a day and night to remember!"

The volunteer-run Extravaganza draws approximately 10,000 anglers annually who compete for nearly \$200,000 in prizes. There are 150 contest prizes including a new Ford or GMC 4x4 Pick-up, Arctic Cat ATVS, Ice Castle Fish Houses, and 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](http://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](http://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 150 members in the Brainerd Lakes area. Collectively the members of the Brainerd chapter donate over 20,000 hours and \$200,000 to area charities and causes each year. For more information on the Brainerd Jaycees visit [www.brainerdjaycees.com](http://www.brainerdjaycees.com).

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