

NEWS RELEASE

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TICKETS NOW AVAILABLE FOR THE WORLD'S LARGEST CHARITABLE ICE FISHING CONTEST

Brainerd, MN – The Brainerd Jaycees 24th Annual \$150,000 Ice Fishing Extravaganza is set for January 25, on Gull Lake's Hole in the Day Bay, north of Brainerd, MN. This year's prize list is valued at nearly \$200,000. Contest tickets are available for a discounted price of \$30 November 1-30 at all Mills Fleet Farm locations, and the Mills Indoor Shooting & Archery Center. As of December 1, contest tickets will be available for \$45 at all ticket outlets through the event date.

Returning this year is the "Catch of the Day Extravaganza Give-Away," an additional contest within the Extravaganza, giving participants the chance to win a prize package valued at \$9,000 for an additional \$5. These stamps can be purchased online and at Mills Fleet Farm in Baxter, MN. If you cannot make it to the event, raffle tickets are available for \$10 each and can be purchased at all Minnesota Mills Fleet Farm locations. The Extravaganza raffle is valued at over \$35,000.

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, over 50 organizations in the Brainerd Lakes Area have received donations throughout the event's history, which is set to tip the scales at \$3 million in donations after the 2014 event. More information and official updates can be found at www.icefishing.org.

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