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***For further information regarding this release or the Brainerd Jaycees \$150,000 Ice Fishing Extravaganza, feel free to contact Bob Slaybaugh with the Brainerd Jaycees at (218) 828-2344 or [bob@campconfidence.com](mailto:bob@campconfidence.com)***

Jaycee's Ice Fishing Extravaganza Offers Big Fun & Big Prizes

With area lakes beginning to freeze over the Jaycees, in Brainerd, Minnesota, are finalizing plans for the world's largest ice fishing contest.

The 14<sup>th</sup> Annual Brainerd Jaycees \$150,000 Ice Fishing Extravaganza is scheduled for Saturday, January 17<sup>th</sup> on Gull Lake. As in the past, participating anglers will be competing for ice fishing's largest prize package.

According to volunteer chairperson, Brian Lindberg, "We think this is going to be a big year for the Extravaganza. It's looking like we're going to have a typical Minnesota winter so ice conditions shouldn't be a problem. We could easily see more than 12,000 anglers."

One look at the prize list answers the question as to why so many anglers would want to participate. Prizes will be awarded to the largest 150 fish of the day with the first place angler driving home in a new Ford Truck. Additional prizes include \$10,000 cash for 100<sup>th</sup> place, several ATV's, ice augers, locators, fish houses and more.

"We work really hard with our sponsors to make sure we have the best possible prizes," says Lindberg. "It's a lot of fun at the end of the day when you get to hand out more than \$150,000 in cash and prizes to all of the winners."

The Extravaganza officially begins at noon on the 17<sup>th</sup> but anglers are allowed inside the contest area at 8:00 a.m. Approximately 25,000 predrilled- holes, covering nearly 200 acres, will be available for anxious anglers. Structure within the contest site ranges from 6 to 66 feet deep. Walleye, pike, perch and eelpout have made up the bulk of the catch during years past.

While the emphasis will be on catching a fish, most anglers come for the fun. The Jaycees build a small city on Gull Lake including restroom facilities, heated shelters with concessions, first aid and areas where ice-fishing manufacturers can showcase their products. A central staging area and sound system keep anglers and spectators informed of the leaders.

Back by popular demand will be the On Ice Olympics, which began two years ago as a way to involve more youth with the Extravaganza. Founders of On Ice Tour, Chip Leer and Tommy Skarlis along with fellow professional anglers will be on hand to lead kids through an ice fishing related obstacle course where they can win medals and fantastic prizes.

“The On Ice Olympics is a lot of fun,” says Lindberg. “Everyone wins something and the champions of each age division share \$5,000 in prizes. It’s a great way to get kids excited about ice fishing and the adults have a lot of fun cheering them on.”

When the Extravaganza comes to an end at 3:00pm, the real winners will be the charities that will share 100% of the event’s proceeds. The Extravaganza has raised more than one million dollars over the past years for dozens of Minnesota non-profit organizations.

Confidence Learning Center, an outdoor education center for persons with developmental disabilities, has been the primary charity for the Jaycees and will again receive 70% of the funds this year.

Jeff Olson, Confidence’s Executive Director says, “The Jaycees Extravaganza has had a tremendous impact on our program. Thanks to last year’s event, and the support of the anglers, we were able to provide close to 2,500 user-days where our campers with disabilities were able to enjoy the outdoors. It seems the anglers enjoy knowing their participation helps others enjoy the outdoors.”

Lindberg states that because of the charitable nature of the Extravaganza, sponsors are eager to get involved. This year’s primary sponsors include C& L Budweiser Distributing of Brainerd, Integra Telecom, Mills Motors and On Ice Tours.

Those interested in further Extravaganza information are invited to go online at [www.icefishing.org](http://www.icefishing.org) or call the Jaycees at 1-800-950-9461.