

Press Release – December 11th, 2006

Brainerd Jaycees Host World's Largest Ice Fishing Contest

Brainerd, MN --- Back on Gull Lake. That is what organizers for the World's largest ice fishing contest are telling anglers. The Brainerd Jaycees \$150,000 Ice Fishing Extravaganza is set to take place Saturday, January 20th on Gull Lake's Hole in the Day Bay.

More than 11,000 anglers took part in last year's event which was moved to nearby Round Lake where ice conditions were better suited to host the massive winter event. Although the Jaycees reported a successful event, the general consensus is that Gull Lake is a better site.

"Round Lake worked fine for the contest," says JC Chairman Taylor Fitterer, "but with a contest of this size, we like being on a big lake with a variety of structure and fish species. With this big of a pay out, we want our anglers to have options and the best chance to land a big fish."

Well over \$150,000 in cash and prizes will be up for grabs when anglers converge on the 250-acre site located along Highway 371, North of Brainerd. Any size and species of fish is eligible with large prizes placed randomly among the top 150 places. First place will take home a new Ford Truck, 100th place earns \$10,000 cash and 150th place rides away on a Suzuki Vinson 500 ATV.

"Our sponsors have really stepped up this year," says Fitterer. "We've got the best of the industry in sponsors including AquaVu, Strikemaster, Ice Armor, Mr. Heater, Lindy Little Joe and Mills Fleet Farm. And, we can't wait to see the face of one lucky angler when we hand them the keys to Hilmerson RV & Marine's 17-foot custom Lodge fish house. This is truly the largest prize list for any ice fishing contest in the world."

Ice Fishing Heaven in 2007 is the theme for this year's event, which has a 16 year history of attracting anglers and media from around the world. The Jaycees, a leadership development organization for young adults, have twice received a Minnesota Marketing and Tourism Award for their efforts. Behind the scenes, a group of volunteers work year around securing sponsorships, planning logistics and marketing the event. More than 350 volunteers will play various roles in carrying out the contest.

With each year's success come sizeable donations to Minnesota charities. Last year's Extravaganza raised \$195,557 for 55 non-profit organizations. Confidence Learning Center, an outdoor education and recreation facility for persons with developmental disabilities receives 70% of the funds each year. The remaining dollars benefit youth, community service, senior and environmental programs. To date the Extravaganza has donated nearly two million dollars.

Anglers arriving to Brainerd on the night before the tournament are being invited to the Extravaganza Kick Off Party being held at GrandView Lodge. Leading industry representatives, ice fishing professionals and media will be on hand to discuss innovations in the rapidly growing sport and help develop winning strategies. A heavy appetizer buffet, beer tasting and silent auction will add to the festivities.

Anglers can save \$10 if they purchase their Extravaganza entries before December 31st. Tickets, event information and sponsor links for the Brainerd Jaycees \$150,000 Ice fishing Extravaganza are available on line at www.icefishing.org or by calling 1-800-950-9461.