

Press Release – December 22nd, 2004

For further information regarding this release or the Brainerd Jaycees \$150,000 Ice Fishing Extravaganza, please contact Bob Slaybaugh, Public Relations Chairperson at (218) 828-2344 or (218) 821-6044.

Jaycees Celebrate Extravaganza's 15th Year

(BRAINERD, MN) January 22, 2005 will mark the 15th anniversary for the Brainerd Jaycees \$150,000 Ice Fishing Extravaganza which has a history of attracting thousands of anglers, supporting area charities and providing the Lakes Area with an economic boom during a typically slow tourism season.

From a modest beginning in 1991 with just over 5,000 participants, the Jaycees contest has grown to attract close to 13,000 anglers and offers a prize package of nearly \$200,000. Media coverage has spanned the globe with photo's and stories about the spectacle of so many people standing on a frozen lake. It is truly a curiosity to those from regions where ice exists only in a cold drink.

In all accounts, the Brainerd Jaycees \$150,000 Ice Fishing Extravaganza is the largest single ice fishing event in the world and shows no signs of slowing down.

"We all have a lot of fun putting this together and are extremely proud of the accomplishments we've made as Jaycees," says this year's chairperson Shawn Riddler. "It's always fun to hand out the prizes but it's more fun to donate the proceeds."

One and one half million dollars has been raised for seventy-three area non-profits over the past 14 years. Confidence Learning Center and more importantly, those with disabilities who use the facility, have benefited greatly from the Jaycees support.

Celebrating 15 years of fun is the theme for this year's event. Increased sponsor involvement has created the largest prize package ever offered for an ice fishing contest. The largest 150 fish caught will earn prizes. Additionally, an anniversary raffle including an Extravaganza Edition Ice Pro Fish House, fully rigged Polaris ATV and lots of cash will be given away.

"This is honestly the largest prize package we've offered." say's Bart Harmer, Prize Chairperson. "Our sponsors have really stepped up and the committee placed an emphasis on giving away both quantity and quality."

To celebrate the 15th Anniversary the Jaycees will be hosting a special banquet for the Friday evening before the Extravaganza at GrandView Lodge. A limited number of tickets will be available for the public to attend.

"We're scheduling the first ever banquet dedicated to ice fishing, "says banquet chair Roberta Jay. "Nowhere else have so many ice fishing pro's and representatives been in the same room. We'll have the entire Ice Team and the who's who of ice fishing for our participants to meet, get advice and learn from. We're expecting this year's winning tactic will be developed during the banquet."

Also new for this year is an easier way for charities to apply for Extravaganza funds. A Jaycee committee has spent the summer evaluating how to assess the needs of the charities and make best use of the funds generated by the sponsors and anglers. An on line application is available on the Extravaganza's web site or by contacting a Jaycee board member.

Tickets are again available at a number of local retailers. Cost to participate is \$35 for tickets purchased before the first of the year and \$45 thereafter. On line purchases and information is also available at www.icefishing.org or by calling 1-800-950-9461.