

Press Release – December 23<sup>rd</sup>, 2004

Ice Team Partners With Jaycees to Host Media Only Event

BRAINERD, MN----Media attending the 15<sup>th</sup> Annual Brainerd Jaycees \$150,000 Ice Fishing Extravaganza Saturday, January 22, 2005 are being offered a rare opportunity to experience first hand the newest innovations in ice fishing.

Partnering with the Brainerd Jaycees, the Ice Team and leading manufacturers in the ice fishing industry will be hosting a media only event on Friday, January 21<sup>st</sup>.

The Media Extravaganza will involve an informal luncheon at Grandview lodge followed by two hours of ice fishing on renowned Gull Lake. Brian "Bro" Brosdahl and other Ice Team Power Sticks will be joined by representatives from Strikemaster Ice Augers, Vexilar Marine Electronics, Lindy Little Joe, Clam Corporation, Aqua Vu Underwater Cameras and Buzz Stix vibrating fishing rods. Professional anglers with an ice fishing specialty, Perry Good and Walleye Dan Eigen will guide the media contingency on Gull Lake to share information about ice fishing's evolution, the advancements in related technology and the newer comforts available for today's ice angler.

Following the on the ice portion of the Media Extravaganza, those participating will receive a tour of Confidence Learning Center, the Jaycees Ice Fishing Extravaganza's primary recipient of event funds. Confidence Learning Center is known nationally as one of the nation's best facilities providing outdoor education and recreational opportunities for persons with developmental disabilities. Donations to the center totaled more than \$175,000 from last year's record setting ice fishing tournament.

Concluding the Friday's events will be a dinner banquet for Jaycee sponsors, media and a limited number of public. A brief program about the advancement of ice fishing will include a panel discussion with top industry representatives. Speaking at the banquet will be Jeff Zernov, an innovator in ice fishing technology, as well as representatives of the Brainerd Jaycee's \$150,000 Ice Fishing Extravaganza. Northwood's style entertainment will be provided by Sven & Lars.

Historic Grandview Lodge has been chosen to host the Extravaganza's media-only event with accommodation specials for those wishing to spend the night.

Participating media will receive media credentials with entry ticket to the 15<sup>th</sup> Annual Brainerd Jaycees \$150,000 Ice Fishing Extravaganza on Saturday, January 22. Shuttles will be available to and from Grandview Lodge and heated hospitality will be available on the ice during the world's largest ice fishing contest.

Information about the Brainerd Jaycees \$150,000 Ice Fishing Extravaganza as well as the media only event is available on line at [www.icefishing.org](http://www.icefishing.org) or by contacting Bob Slaybaugh with the Brainerd Jaycees at (218) 828-2344 or [bobs@campconfidence.com](mailto:bobs@campconfidence.com). Advance registration for the media only events is required. For more information on Ice Team, visit [www.iceteam.com](http://www.iceteam.com).