

Press Release – January 11th, 2011

WORLD'S LARGEST CHARITABLE ICE FISHING CONTEST TO BE HELD ON JANUARY 22

Brainerd, MN—The 21st Annual Brainerd Jaycees \$150,000 Ice Fishing Extravaganza officials were formally issued an event permit on Wednesday, January 12, 2011, by the Crow Wing County Sherriff's Department. Sheriff Todd Dahl met the Brainerd Jaycees on Gull Lake's Hole in the Day Bay Wednesday to verify the ice conditions, "We found 18-24 inches of clear ice throughout the contest site and we're satisfied the conditions are satisfactory to hold this event."

The Extravaganza will be held as scheduled on Saturday, January 22 from 12:00-3:00 p.m. Each year this event is held on Gull Lake located seven miles north of Brainerd, MN. "We are thrilled by the early ice conditions and with over 6,500 tickets pre-sold we expect this could be a record year," said Roberta Jay, event chairman.

The volunteer-run Extravaganza draws over 10,000 anglers annually who compete for more than \$150,000 in prizes. There are 150 prizes ranging from a new Ford 4x4 Pick-up to an Ice Castle Fish House to a number of other ice fishing related prizes – not one less than \$250 in value.

All of the proceeds are donated to area non-profit organizations with Confidence Learning Center—an outdoor center for persons with developmental disabilities (www.campconfidence.com)—being the primary beneficiary.

It takes three days to set-up the event site which becomes the second largest city in Crow Wing County that Saturday. There are approximately 20,000 holes pre-drilled for the anglers to choose from. Official information, tickets, and current updates can be found at www.icefishing.org.

The Brainerd Jaycees are a community and leadership development organization for men and women ages 18-40. Founded in 1939 they have grown to over 130 members in the Brainerd Lakes area. Collectively the members of the Brainerd chapter donate over 20,000 hours and \$250,000 to area charities and causes each year. For more information on the Brainerd Jaycees visit www.brainerdjaycees.com.