

Press Release – January 15<sup>th</sup>, 2011

## **GOVERNOR DAYTON TO ATTEND BRAINERD ICE FISHING CONTEST**

Brainerd, MN—Organizers of the Brainerd Jaycees \$150,000 Ice Fishing Extravaganza are pleased to announce that Governor Mark Dayton plans to attend the 21<sup>st</sup> annual event scheduled for next Saturday, January 22 from 12-3pm on Gull Lake's Hole in the Day Bay. He is accompanying State Representative John Ward, a Brainerd resident and long-time supporter of the Extravaganza. Governor Dayton will be the first governor to attend the Extravaganza hailed as the world's largest charitable ice fishing contest.

Dayton will fish the contest and talk with attendees about how to grow tourism in the Brainerd-lakes area. "He understands the importance of this event to our local organizations and our tourism industry. The residents of the Brainerd Lakes Area are looking forward to showing the governor what our area has to offer," said Representative Ward.

The Brainerd Jaycee's Ice Fishing Extravaganza was started in 1990 and one hundred percent of the proceeds from the contest are donated to over 50 area charities. The event is completely run by volunteers, and anywhere between 10,000 and 15,000 people participate annually. "The fact that Governor Dayton has chosen to attend this event is a credit to our volunteers and the Jaycees that work all year around to bring this event to the community," said event organizer Roberta Jay. "The Jaycees are proud of the Extravaganza and the economic impact it has on the community each year and how it's put the Brainerd-lakes area on the map for winter tourism."

Those fishing compete for more than \$150,000 in prizes – 150 total prizes ranging from a new Ford 4x4 Pick-up to an Ice Castle Fish House plus a number of other ice fishing related prizes – not one less than \$250 in value.

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](http://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](http://www.brainerdjaycees.com).