

Press Release – January 17<sup>th</sup>, 2008

## **CONTACT INFORMATION**

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### World's Largest Ice Fishing Event to be held on January 26, 2008

Brainerd, MN - The 18th Annual Brainerd Jaycees Ice Fishing Extravaganza officials were formally issued an event permit on Thursday, January 17, 2008, by the Crow Wing County Sheriff's Department. Sgt. Scott Goddard met with the Brainerd Jaycees on Gull Lake's Hole in the Day Bay Thursday to verify the ice conditions. "We found 17 inches of good clear ice and with the forecast we're convinced the conditions are perfectly safe to hold this event." The Extravaganza will be held as scheduled on Saturday, January 26, 2008 from 12:00-3:00 p.m.

Each year this event is held on Gull Lake located seven miles north of Brainerd, MN. The volunteer-run Extravaganza draws over 10,000 anglers annually who compete for over \$150,000 in prizes. There are 150 prizes ranging from a new Ford 4x4 to a Glastron Fish and Ski Boat to a number of gift cards and ice fishing accessories. All of the proceeds raised at the three-hour event are donated to area non-profit organizations with Confidence Learning Center- an outdoor camp for persons with developmental disabilities (campconfidence.com) - being the primary recipient of the funds.

It takes three days to set-up the event site which becomes the second largest city in Crow Wing County one Saturday each January. There are approximately 20,000 holes pre-drilled for the anglers to choose from. Each year additions and improvements are made to continue to promote this long-running event. This year some of the new items include web-enabled phone access so anglers and spectators alike can track the prize list and event progress; webcam images that will showcase the event in real time; a Youth On-Ice Olympics competition from 9:30-11:00am; and a prize distribution center set-up at Baxter's Mills Fleet Farm. Official and complete 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 nearly 200 members in the Brainerd Lakes area. Collectively, the members donate over 20,000 people-hours and \$250,000 to area charities and causes. For more information on the Brainerd Jaycees visit [www.brainerdjaycees.com](http://www.brainerdjaycees.com)