

Press Release – June 8th, 2009

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After 20 Years the Extravaganza Is Still Making National News

The June 5, 2009, edition of *USA Today* featured an aerial photograph of the Brainerd Jaycees \$150,000 Ice Fishing Extravaganza and highlighted it as one of “10 Great Places to Compete Hook, Line and Sinker” in article detailing events from Hawaii to Baghdad. “I was thrilled to get the email from USA Today,” said Brent Morris, 2010 Extravaganza Chairman, “I chuckled when they asked me to send a picture of the boats because clearly they didn’t understand this is a frozen water event.” The aerial photo of nearly 15,000 people on Gull Lake’s Hole in the Day Bay caught attention because it was the featured photo for the entire article.

The lead sentence for the Extravaganza event description, written by author David Kinney and *USA Today* writer Tim Smight, read, “For a reason unfathomable to summer anglers, Minnesotans love their winter ice fishing.” What the authors didn’t realize is this nearly 20-year-old event has drawn anglers from all across the world with representatives from over 20 US states and 13 countries. The complete article can be found at http://www.usatoday.com/travel/destinations/10great/2009-06-04-fishing-tournaments_N.htm.

The 20th anniversary Brainerd Jaycees \$150,000 Ice Fishing Extravaganza will be held on Saturday, January 23, 2010. Please visit www.icefishing.org for more information.