

Press Release – March 12th, 2004

For further information about this release or the 14th Annual Brainerd Jaycees \$150,000 Ice Fishing Extravaganza, feel free to contact Brian Lindberg at (218) 824-2504

Jaycees Report Extravaganza Results

The Brainerd Jaycees are reporting a record year for the 14th Annual \$150,000 Ice fishing Extravaganza, held this past January.

The temperatures were just tolerable on January 17th as a crowd of 12,862 anglers took to Gull Lake's Hole in the Day Bay. Well over \$150,000 in cash and prizes were awarded during the three hour long contest. Initial estimates the day of the event indicated 11,986 anglers attended.

More than 400 volunteers including members of the Jaycees, area community groups and individuals from the lakes area worked together to stage the event which is in all probability, the largest ice fishing contest in the world.

Brainerd Jaycee chairman, Brian Lindberg proudly reports that charities were the biggest winners of the day. Donations from this year's event will total \$252,660.

"We're real thankful to all of the local businesses, groups, volunteers, and anglers who continue every year to support what we are trying to accomplish," says Lindberg. "The support we get from the community played a great role in the success of this year 's tournament and will continue to play a big part in the years to come"

Also contributing to this year's success was increased participation by sponsoring businesses and industry manufacturers. Sponsorships offsetting prizes and other logistical costs were instrumental to raising \$46,000 more than last year.

As promoted, Confidence Learning Center will receive seventy percent of the Extravaganza funds with sixty-two additional charities sharing the remainder.

Next year's Extravaganza, the 15th Annual, is tentatively scheduled for January 22, 2005.