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**PRESS RELEASE  
For Immediate Release**

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**SPECIAL OLYMPICS ATHLETE CONTINUES THE LEGEND... NORTHLAND 300 22<sup>ND</sup> ANNUAL RIDE**

"I'm Baaack" said Steven Eull, Special Olympics Athlete, at the Northland 300 meeting this past October where snowmobiling participants learned about and registered for the Northland 300, a 3-day, 300+ mile ride to benefit Special Olympics Minnesota. Last year's event (January 2009) was a historical moment when Special Olympics Athlete Steven Eull rode on the back of his coach Jason Reinsch's sled for 300 plus miles and completed the journey for the first time ever being done on the Northland 300 and Special Olympics Minnesota. Steven and Jason are back to do it again in 2010!



(Photography by Bruce Mosher)

January 20-24, 2010, more than 100 snowmobiling enthusiasts will participate in the 22<sup>nd</sup> Annual Northland 300 beginning in Two Harbors, MN onward to Ely, MN and back in 3 days time. The Northland 300 is an event that is never cancelled. With snow conditions looking good, a great time will be had by all. Approximately 30 percent of this year's participants are new to the ride. This is a great opportunity for newcomers to really see their fundraising efforts at work.

Presenting Sponsor of the 2010 Northland 300 is the International Brotherhood of Electrical Workers (IBEW). A great addition to the Northland 300 through efforts of history making Special Olympics Minnesota Coach Jason Reinsch, who saw that *The Time Is Now* to get his fellow brotherhood of electrical workers involved. Mr. Reinsch's interest in the good of the Northland 300 inspired him to become part of the all volunteer Board of Directors who plan the event each year. Jason has also brought on new participants as well.

The Northland 300 invites the public to join in the Opening Ceremonies as we begin our 22<sup>nd</sup> Annual Northland 300 snowmobiling event. Opening Ceremonies begin at 8am sharp on Thursday, January 21, 2010 at Superior Shores Lodge in Two Harbors, MN. Meet Northland 300 participants including Special Olympics Athlete Steven Eull and Coach Jason Reinsch who will be riding on the Voyageur (White) Team

and local Lake County Athletes, as Special Olympics Minnesota's "Flame of Hope" is lit for the first time in 2010.

Special Olympics Minnesota provides year round sports training and competition for people with intellectual disabilities that contribute to life-long physical fitness, personal growth and achievements.

For additional information, visit [www.northland300.org](http://www.northland300.org) or [www.specialolympicsminnesota.org](http://www.specialolympicsminnesota.org) or contact Kathy Karkula at 612-604-1272 or [karkulak@somn.org](mailto:karkulak@somn.org).