



NEWS RELEASE

Marketing Director Contact:

Lisa Hagens
Northland 300
952-380-8911

lisahagens11@msn.com

FOR IMMEDIATE RELEASE

NORTHLAND 300... *A Legacy of Caring*

January, 2007... Snow is on its way and 135 volunteer snowmobilers are gearing up for the "20th Annual Northland 300." Twenty years of volunteers raising funds for Special Olympics Minnesota is just the tip of the iceberg.

In August, Northland 300 brochures were mailed to all past and present participants. Registrations began trickling in. In October, the 1st Drivers Meeting was held with a great turnout of past, present and new riders. This is where Northland 300 participants learn about raising funds for Special Olympics and how their fundraising efforts benefit the cause.

Not only are Northland 300 participants volunteers, they are people who genuinely care about the athletes of Special Olympics MN and the sport of snowmobiling. The Northland 300 was built on "grass roots." That is, grass roots fundraising and a grass roots event. It is an all volunteer event planned by an all volunteer Board of Directors. What better way to get together with a group of people whose focus is all about caring, fundraising, friendship, snowmobiling, fun and dedication?



"20 Years of Miles & Memories" is the Northland 300's slogan for this year's event. Throughout the past 19 years, 606 snowmobilers have participated in the Northland 300 raising more than \$2.6M for the athletes of Special Olympics MN. The prestigious "Baker's Dozen" (top 13 fundraisers each year) has raised a total of more than \$727,000.

In honor and memory of CJ Ramstad, the 2008 Northland 300 will be introducing and awarding the "CJ Ramstad Unsung Hero Award." CJ, a photo journalist, played an integral role in snowmobiling with his exceptional knowledge, skill, creativity and great friendship to those whose lives he touched.

The excitement begins on January 24, 2008 where 135 snowmobilers will begin their journey from Superior Shores Resort & Conference Center ("Home of the Northland 300") in Two Harbors, MN. This 3 day, 300 mile journey is destined for Grand Ely Lodge in Ely, MN and returns to Two Harbors.

Opening Ceremonies will be held on January 24, 2008 at Superior Shores Resort where for the first time each year, Lake County Special Olympics athletes carry the torch and light the Special Olympics "Flame of Hope." Color Guard from Two Harbors American Legion will be present to kick off the event. Anna Sell, a junior from Two Harbors High School, will be singing the National Anthem. The Northland 300 invites the public to join us at our Opening Ceremonies at 8 a.m. Snowmobilers begin their departures in teams shortly after the Opening Ceremony.

As the legacy continues, we hope you can join us.

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, view www.specialolympicsminnesota.org or www.northland300.org or contact Kathy Karkula at 612-604-1272 or karkulak@somn.org.