



The 2020 Minnesota Fishing Challenge has a new look!

Hello anglers and supporters,

Thank you for being a part of the Minnesota Fishing Challenge sponsored by Fleet Farm and making a difference in the lives of people trapped by drug and alcohol addiction. The spring of 2020 has created some challenges, not the least of which is the changing landscape of fishing, in a world dominated by reactions to the COVID-19 virus. Given the current environment with restrictions on travel and gatherings, we have had to reevaluate our format for the 2020 event.

The Fishing Challenge has become a huge part of saving lives and restoring broken families; it's about so much more than fishing. Many people have been working hard to raise funds to keep doing this good work, and there is still great need, but we do not want to abandon the fun part. So we're going fishing! We are having the Fishing Challenge, it's just going to look a little different.

Over the next couple weeks I'll be feeding you a lot of information via email and our Facebook page, but this first letter is a synopsis of what this year's event will entail. So please read it carefully and then watch for more details over the next few days.

- The Friday, May 29 meeting will take place through Zoom, which is a program by which I can speak to you, along with Al Lindner, Steve Pennaz and a couple others. We'll go through the rules, have a little fun, draw for some cool prizes and that kind of thing. Should be fun and you will just need to be by a device connected to internet or phone data where you can tune in. An upcoming email will walk you through the process, it's really quite simple.
- The tournament will take place from 7 a.m. – 3 p.m. May 30. You are encouraged to fish a lake nearby and you will record your fish with an application on your smartphone or tablet that keeps track of the total lengths and shows them to all contestants. You will be able to see a running total throughout the day. An upcoming email will have a download

link and explain how to install and log into the app. It's really quite simple. Friends and family will be able to follow the results through the day on [a page like this one](#).

- You'll be fishing for total inches in four categories: Nor-Son Northern Pike, Navillus Land Co. Walleye, Lindner Media Bass and Pinnacle Private Wealth Panfish divisions. The app does have some limitations, so there will be no mixed bag division this year. Rock bass can only be entered into the panfish division. You will need to choose which division you want to enter at the beginning and you cannot change divisions during the tournament. When you catch a fish, you'll lay it on a ruler and take a photo. The app will time- and date-stamp the photo and send it to us. You'll then enter the length of the fish and the app will keep a running total. You can enter as many fish as you want, but only the top five fish in each division will count. The app keeps track of this for you. You will need to get a tournament grade ruler such as the Judge, Hawg Trough, Rapala, etc. Decals, stick-on rulers and tape measures are not reliable enough.
- We have lots of great prizes for the top 10 in each division. We will also have a Worldwide Marine Insurance Big Walleye and McDonald's Big Bass awards. And of course the popular Beaudry Oil Ugliest Fish award. Unfortunately you will not be able to walk through a tent and choose your prize, but Dave and I will package up the stuff and put together some really nice packages beginning from 1st through 10th in each of the four divisions. Those of you in the Brainerd area will be able to pick up prizes at the Brainerd MNTC center following the tournament, and those in surrounding areas we will figure out a way to deliver them or mail them.
- We have a new Lund Boat rigged with Minn Kota and Humminbird electronics to award to a top fundraising team! For every \$500 you raise, you'll get another ticket into the drawing. Odds are pretty good this year, since Stu & Rich are no longer in the running for this. When all the fundraising is tabulated, we will draw for the boat and inform the winner. We also have a \$1000 Fleet Farm shopping spree which will be awarded in a drawing of those who have recruited a new team. Do you know of a potential new team that might be able to fish because of the new format? Get someone signed up and get in on this drawing.
- Raffle tickets are selling and we will be having a drawing for the raffle prizes following the tournament. [Raffle tickets are available online](#). Please keep selling raffle tickets! [Prizes are listed here](#).

Thank you for being a part of this event and thanks for understanding that some changes need to be made. I'll keep the info coming so please stay tuned for more updates and information.

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