



## FACT SHEET

- WHAT:** The 3rd Annual North Metro Ice Show is a two-day ice fishing expo hosting a variety of **vendors that deal with ice fishing products and services only.**
- WHEN:** Saturday, October 28, 2023, 9:00 a.m. – 5:00 p.m.  
Sunday, October 29, 2023, 9:00 a.m. – 2:00 p.m.
- WHERE:** Adrenaline Sports Center  
8310 – 147<sup>th</sup> Lane NW  
Ramsey, MN 55303
- WHO:** This an all-ages event
- TICKETS:** Adults 16-55 \$10  
Kids 5-15/Seniors 55+/Veterans \$5  
Kids under 5 Free
- HOW:**
- 70+ vendors showcasing and selling the latest and greatest ice fishing products and services.
  - Special show pricing on many items.
  - First ice fishing show of the season in Minnesota – no supply chain woes – **plenty of inventory!**
  - Ice fishing seminars by industry pros, including outdoor media personality Joel Nelson of Joel Nelson Outdoors, Michelle Morrey and Liz Colsen, President and Vice President of Women Anglers of MN (WAM), Jack Olson of Jack’s Tackle, Captain Mike Rodger, Clam Ice Team, and YouTuber, Sam “Sobi” Sobieck.
  - Ice houses, from simple to grand.
  - Giveaways throughout the event plus 30+ high end raffle prizes. **Each entry ticket includes 5 raffle tickets – more tickets available for sale at the event.**
  - Modified portable house competition – Bring your modified portable house to the show. Prizes given for the top houses.
  - Food trucks, an open gym area for kids ages 5-12, professionally supervised by AKA Sports Coaches, to play and compete with Clam’s Junior Ice Team.

**FOR MORE INFORMATION, CONTACT:** Kristi Shepherd, 612-685-4552, [kristi@eventarch.com](mailto:kristi@eventarch.com)



## MEDIA ALERT

**WHAT:** The 3rd Annual North Metro Ice Show is a two-day ice fishing expo hosting a variety of **vendors that deal with ice fishing products and services only.**

**WHEN:** **Saturday, October 28, 2023, 9:00 a.m. – 5:00 p.m.**  
**Sunday, October 29, 2023, 9:00 a.m. – 2:00 p.m.**

**WHERE:** Adrenaline Sports Center  
8310 – 147<sup>th</sup> Lane NW  
Ramsey, MN 55303

**WHO:** This is an all-ages event

**TICKETS:** Adults 16-55 \$10  
Kids 5-15/Seniors 55+/Veterans \$7  
Kids under Free

### WHAT YOU'LL SEE AT THE SHOW:

- 70+ vendors showcasing and selling the latest and greatest ice fishing products and services.
- Ice fishing seminars by industry pros, sponsored by Outdoor News, including outdoor media personality Joel Nelson of Joel Nelson Outdoors, Michelle Morrey and Liz Colsen of Women Anglers of MN (WAM), Jack Olson of Jack's Tackle, Captain Mike Rodgers, Clam Ice Team, and YouTuber, Sam "Sobi" Sobieck.
- Ice houses, from simple to grand.
- Modified portable house competition – Attendees bring their modified portable house to the show. Prizes given for the top houses.
- Food vendors, an open gym area for kids ages 5-12, professionally supervised by AKA Sports Coaches, to play and compete with Clam's Junior Ice Team, and other activities making this an event for people of all ages to enjoy!
- **DRONE FOOTAGE WILL BE AVAILABLE FOR SATURDAY NIGHT UPON REQUEST**

**FOR MORE INFORMATION, CONTACT:** Kristi Shepherd, 612-685-4552, [kristi@eventarch.com](mailto:kristi@eventarch.com)



**FOR IMMEDIATE RELEASE**

Contact: Kristi Shepherd  
612-685-4552  
[kristi@eventarch.com](mailto:kristi@eventarch.com)

### **3<sup>rd</sup> Annual North Metro Ice Show Offers New Vendors and Ice Fishing Innovation**

**Ramsey, MN, October 6, 2023** – Producers of the 3<sup>rd</sup> Annual North Metro Ice Show, scheduled for October 28-29, 2023 at Adrenaline Sports Center, announced today that the show will showcase 70+ vendors, many new innovations in ice fishing and an expanded, indoor area for wheeled ice houses.

“This show is unique in that all our vendors are focused specifically on ice fishing products and services,” said Jason Jacob, co-producer of the event. “As the first ice show of the season in Minnesota, we can also promise that merchandise will be plentiful at the booths. By scheduling our show early, we’ve eliminated some worries related to supply chain issues.”

In addition to more vendors, the ice show will feature an expanded area indoors that is dedicated to wheeled ice houses and conveyance vehicles. The family activity area, professionally supervised by AKA Sports Coaches, has also been enhanced to offer kids ages 5-12 the opportunity to enjoy planned sports activities and games with members of Clam’s Junior Ice Team. There will also be food trucks, give-aways and a raffle with 30+ high-end prizes. Tickets are \$10 for ages 16-55 and \$7 for kids 5-15, seniors and veterans. Kids 5 and under are free. Each entry ticket includes 5 raffle tickets.

“One of the most exciting aspects of the show is our display of fish houses,” said Fred Shepherd, co-producer of the event. “You can see and experience everything from the most simple pop-up ice fishing shelters and skid houses to the most elaborate wheeled ice houses with five different manufacturers on display. We’re even having a modified portable ice fishing house competition. Attendees can bring their modified portable ice fishing houses to the show. The top houses will win prizes.” Ice fishing seminars, sponsored by Outdoor News and led by ice fishing experts, will be offered throughout the event, including a Meet & Greet with Sam “Sobi” Sobeck.

The North Metro Ice Show is being held at the Adrenaline Sports Center, a 54,000 square foot facility located in Ramsey, MN. For more information, contact Kristi Shepherd, 612-685-4552, [kristi@eventarch.com](mailto:kristi@eventarch.com)

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