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**PRESS RELEASE
For Immediate Release**

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SNOW, SNOW, SNOW... NORTHLAND 300 SNOWMOBILERS READY TO RIDE FOR A GREAT CAUSE!

Join us in sending off Minnesota's top snowmobilers on Thursday, January 27, 2011 (8:00am) at Opening Ceremonies at Superior Shores Resort & Conference Center in Two Harbors, Minn. as they begin their 300 mile journey.

Favorable snow conditions have Northland 300 snowmobilers geared up and ready to hit the trails!

Along with the enthusiasm to snowmobile come hearts of gold and an ability to raise funds for a great cause, Special Olympics Minnesota. January 26-30, 2011 marks the Northland 300's 23rd annual event. Snowmobilers depart in teams upon completion of the Opening Ceremony, destined for Ely for two days of riding and fun, and returning to Two Harbors (January 29) to celebrate their efforts.

We invite the public to attend the Northland 300 Opening Ceremony to witness the lighting of the Olympic Flame (for the first time in 2011) by Special Olympics Athletes from Two Harbors and Northland 300 3rd year veteran Special Olympics athlete, Northland 300 participant and fundraiser, Steven Eull (riding with Coach Jason Reinsch). Join us in meeting and cheering on Special Olympics Athletes and Northland 300 participants.

In the spirit of the medals awarded to Special Olympics athletes, new this year for Northland 300 participants will be the "Gold Medal Team Award" for the team who meets specific criteria for riding with the greatest team spirit and camaraderie.

Since 1989, Northland 300 participants have travelled more than 609,000 miles on North Shore trails (including Two Harbors, Lutsen, Eveleth, Ely and surrounding areas), have patronized local businesses along the way, and have raised in excess of \$3.3Million to benefit Special Olympics Minnesota. We thank our sponsors and partners throughout the state of Minnesota for their continued support and friendships

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