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**PRESS RELEASE
For Immediate Release**

Lisa Hagens
Volunteer Marketing Director
Northland 300
952-380-8911
lisahagens11@msn.com

FOR IMMEDIATE RELEASE

QUARTER CENTURY OF SNOWMOBILING INSPIRES NEW FLAME - GRAND ELY LODGE - Gold Supporter

With the abundance of snow this year, Northland 300 participants are excited to begin their 3-day, 300+ mile journey from Two Harbors to Ely and back. Steven Eull, Special Olympics athlete, will be riding with his coach, Jason Reinsch. Eull and Reinsch will be riding with each team on their way to Ely. Northland 300 participants will have the pleasure of meeting and riding with Eull, a Special Olympics Athlete, six year Northland 300 participant, great fundraiser and truly a great inspiration to all who know him. Steven Eull truly inspires greatness.



Photography by Bruce Mosher



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Snowmobilers of the Northland 300 will begin their 26th Annual Snowmobile ride to Ely on January 23, 2014 to benefit the champions of Special Olympics Minnesota. After 25 years, the Northland 300 will be retiring its original torch to light the “Flame of Hope” and inducting a new torch dedicated to Billy Meister, past snowmobiler of the Northland 300, who unexpectedly lost his life while snowmobiling February 16, 2013.

Pooker Meister, Billy’s Dad and Northland 300 veteran snowmobiler will carry the new torch along with Special Olympics athlete and fellow Northland 300 snowmobiler, Steven Eull, as they light the “Flame of Hope” on the new cauldron built by Northland friends. This ceremony will take place outdoors at the Grand Ely Lodge in Ely, MN at 6pm on Friday, January 24, 2014. This is a spectacular night time event and we invite the public to attend. Special Olympics Athletes from the Ely area will be joining in the ceremony. Come out and meet the athletes, snowmobilers, staff from Grand Ely Lodge and our dedicated local supporters. “It is an EVENT you won’t want to miss,” said Denise Jordan, Resort Manager of the Grand Ely Lodge.

To learn more about the Northland 300 and Special Olympics Minnesota, visit our websites at www.northland300.org and www.specialolympicsminnesota.org or contact Kathy Karkula at 612-789-2081 or karkulak@hotmail.com

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.