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### **Year #3 for Women Ice Angler Project (WIAP #womenonice) Moves to Lake Mille Lacs**

(Lake Mille Lacs, MN) Feb. 3, 2017 — The Women Ice Angler Project is moving to Lake Mille Lacs for the third year of #womenonice. With another great line-up of sponsors, including McQuoid's Inn and



Event Center in Isle, Minn., this year's media event is prepped for success. McQuoid's will host the event February 8 - 12. "We've seen photos of our last two years of #womenonice showing up all over the place—big signs at Gander Mountain throughout the ice belt, for example," said founder of WI Women Fish and the Women Ice Angler Project Barb Carey. "Improved product packaging, social media shares, catalog pages—it's great to see more women on the face of ice angling and a lot of that has to do with our project's success."

This year, three new ice anglers are joining the crew, but they're not new to enjoying the great outdoors with hunting and fishing. Ashlee Lundvall (@crownandcamo and #aredefinedlife, experienced a life-altering injury in high school. Since that time, she's embraced life in a wheelchair and rustled up the gumption to do everything she set her mind to; hunting, fishing, living "out west with horses," getting married and having a family, and so much more. She is an author and motivational speaker focusing on "A Redefined Life." This winter, she'll check one more item off her bucket list...ice fishing! Her action-track wheels will get the job done for mobility on the snow and ice. Ashlee said, "I am so excited to be a part of this project. Since my accident, I am always looking for fun ways to be involved in the outdoors, and I've never tried ice fishing. I hope it will inspire other people living with a disability to challenge themselves and always be brave enough to try new adventures." The team is excited to use Clam's Big Foot XL6000T Garage shelter, which has one end that unzips completely to make it easy for Ashlee to navigate in and out in her track chair.



Also on the team this year is Shantel Wittstruck from Sioux Falls, South Dakota. Shantel is the President of South Dakota Walleyes Unlimited, Pro Staff for Clam Outdoors, Vexilar, and Northland Tackle. She also executes sales and marketing for *Adventurers* Magazine. Experienced angler and Cabela's Pro, Karen McQuoid, is able to bring local support as the owner of Mac's Twin Bay Resort on Lake Mille Lacs.

The goal of the Women Ice Angler Project is to encourage women to try ice fishing as well as mentor those who already enjoy it and want to improve their skills. Plus, the other side of the coin is to move the industry forward showing women ice anglers in their marketing and social media work. "We'd like to

