



“They’re Ice Fishing In Bikini’s”

[www.bikiniicefishing.com](http://www.bikiniicefishing.com)



## MEDIA KIT, PRESS RELATIONS

<http://www.bikiniicefishing.com>

<http://www.exoticaswimwear.com>

For Further Information Contact  
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Exotica Swimwear presents “The Bikini Ice Fishing Team,” a group of gorgeous swimsuit models with an adventurous spirit and good, old fashioned, toughness. These women drill holes, bait hooks, and drop their lines in hope of landing what every fisherman hopes, “the big one.” In between, they model for Exotica Swimwear. When there is no ice to be found you can find the team fishing the streams and lakes popular with all fisherman. What sets them apart is that they do all their fishing in bikinis, and really skimpy bikinis at that!

What started out as a one time promotion for the MN based company, Exotica Swimwear in 2007 during the St. Paul Winter Carnival, “The Bikini Ice Fishing Team” has developed into a full blown team of bikini clad crusaders inspiring women to get out and try any of the great outdoor activities typically dominated by men.



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# Exotica Swimwear's BIKINI ICE FISHING TEAM



“Last year was the first time I had ever ice fished in my life” says returning team member, Candice. “This year I have been out a lot catching fish and we’ve got the videos to prove it” she adds.

“When the story ran last year, we got a lot of attention and offers from many different companies and people all wanting to help us get the word out”, said co-captain Amanda. With their main sponsors being Exotica Swimwear, Wilcraft (amphibious ice fishing rigs), and StrikeMaster Ice Augers, they are out every week ice fishing the beautiful lakes of Minnesota. The Team is now expanding to tour any place where the fish are biting.



The team has been filming all their ice fishing trips for a T.V. Pilot and DVD to be released later this year. Co- captain Missy said, “The positive response & support from the fishing community has been awesome & I feel we are making huge strides in our mission to inspire women to try ice fishing and get out and enjoy the great outdoors.”

“Exotica Swimwear’s Bikini Ice Fishing Team” is a group of beautiful young bikini models who are dedicated to inspiring women to get out ice fishing, enjoy the outdoors, and live healthy lifestyles.

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## Media Relations

The “Exotica Swimwear Bikini Ice Fishing Team” has amazing magnetic women with delightful personalities who love to talk to their fans and the press.

The team is available for interviews and live appearances. Videos and additional images are also available. Please contact Dan Coleman at 651-426-0633.



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## Team Members

Allison



I enjoy modeling, dancing, going to concerts & of course Ice fishing with all my team mates.

I love being out on the water... swimming, boating, & fishing.

I enjoy learning about all the different products that are out there. I love the adrenaline rush I get from using the Ice Auger!

Amanda



I Won Miss Planet Beach 2008, Placed 2nd in Hawaiian Tropics and award for best personality

I love Skiing, tubing, ice skating, softball, beach volleyball, and of course- Ice Fishing!

I like fishing period- whether it's cold or warm outside. It's a great time to get people together to see what we catch.

Bethany



I like to go dancing, watch movies, hang out with my friends, and go on vacations.

I love Arts and crafts, modeling, shopping (in general), softball and volunteering with mentally challenged children.

What I love about ice fishing is Catching the fish!

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## Team Members

Bree Ann



I was 2nd runner-up Hawaiian Tropics 2006, Mall of America billboard & bus campaign.

I love horseback riding, running with my dog around lakes, boating, and I love to cook!

I love being outside on the frozen water and connecting with nature.

Candice



I was 1st runner up Planet Beach 2006 & 2007, 1st runner up Hawaiian Tropics 2006/2007, Car Craft 2007

I love to go see movies and go out dancing all night. I go where the party goes!

I enjoy the anticipation of catching a huge fish! It's also really fun to drill the holes and set up.

Dani Marie



I was Miss North Dakota contestant in 2003, Dancing since the age of 3.

I love anything with the arts and entertainment. Reading up on the latest fashion & celebrity gossip.

It's all about fightin' the fish, Baby! I have a 14 1/4 pound Walleye mounted on my wall.

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## Team Members

Missy



I have been in Fashion Shows, Hosting for Crave TV, won Miss Car Craft 2006 & 2007, 3rd place in Miss Hawaiian Tropics MN, & spokesmodel for several companies!

I enjoy going dancing, seeing movies, experiencing new restaurants & travel spots, & Taking care of animals!

I love being adventurous and bonding with friends while out in the cold & drilling holes!

Rachel



As for modeling & competitions, I'm fairly new to them. I have much respect and admiration for those that have won & participated in these events such as: Car Craft & Hawaiian Tropics.

I LOVE to sing, work in the studio, hang out with friends, go shopping, go dancing and of course Ice Fishing!!!

I love the anticipation and excitement of catching the really big fish! And I love going out fishing with all the girls. We all have so much fun!

Toni Marie



I was Miss Hawaiian Tropics & Miss Congeniality 2006, Miss Fitness 2006 & 2007, Miss Car Craft 3rd place 2006, Exotica & Love doctor (Valentine's Day fashion show), Hot Import Nights promo work 2007, Crimes of Fashion-runway/fashion show, cover of MN 360 Magazine November issue, Details Salon Fashion Show, Two time 93X hot chick of the day.

I love that ice fishing is a favorite Minnesota tradition and can bring friends & family together.

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## Fact Sheet \*

- \* 40 million anglers generate 45 billion in retail sales. 125 billion in overall economic output.
- \* Minnesota ranks 3rd per angler expenditures at 2.8 billion
- \* Minnesota has 1.4 million Anglers, Wisconsin has 1.3 million anglers
- \* 105 million is spent on ice fishing equipment alone
- \* More Americans fish than play golf (24.4 million) and tennis (10.4 million) combined
- \* If fishing were ranked as a corporation, it would be 47 on the 2007 Fortune 500 list of American's largest companies based on total sales.
- \* Over one million jobs are supported through fishing type related employment

### Past 2007 & 2008 Bikini Team Events:

- April 2-6th: 76th Annual Northwest Sportsmen's Show at the Minneapolis Convention Center: Approximately 50,000 Attendees.
- February 23rd: 4th Annual Bass Lake Ice Fishing Contest in Somerset, Wisconsin. 3,000 Attendees.
- February 16th: Fishapalooza contest on Forest Lake, Minnesota. 7,500 Attendees.
- February 15-16th: 29th Annual International Eel Pout Festival in Walker, Minnesota. 7,500 Attendees.
- February 8th: Exotica Swimwear Press Release on White Bear Lake, Minnesota. WCCO Coverage.
- February 2nd: Pelican Lake Ice Fishing Tournament in Antigo, Wisconsin. 1,200 Attendees.
- January 12th: 38th Annual Sportsman's Show at the RiverCentre in St. Paul, Minnesota.
- November 30th-December 2nd, 2007: 15th Annual St. Paul Ice Fishing Show at the RiverCentre in St. Paul, Minnesota. LARGEST Ice Fishing Show in the U.S.
- November 16th-18th, 2007: Ice Fishing Frenzy at the Minneapolis Convention Center, Minnesota.

### Exotica Swimwear's "As Seen In" Activities:

- Playboy 2 page spread in the 2007 Swimsuit Edition
- Full Page Ad in Cosmopolitan Magazine February 2007
- Featured in the 2007-2008 Treasure Island Resort and Casino Calendar
- Featured in the 2007-2008 Campus Girls USA Calendars
- 2008 San Francisco 49ers Cheerleader Calendar
- Official swimwear sponsor of the 2007 International Planet Beach Competition
- Sponsors of the 2006-2007 Hawaiian Tropics Competition
- 2006 & 2007 State Sponsor for the Miss USA & Miss Teen USA
- Sponsored Miss Car Craft 2006
- Plus Much More!!!

\* Sport Fishing Facts per the American Sportfishing Association: [www.asafishing.org](http://www.asafishing.org)

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## Suggested Questions for Interviews:

1. Who are you (introduce the girls) and how did you get involved in the Bikini Ice Fishing Team?
2. What inspires or motivates you to get out on the frozen waters and ice fish in a bikini?
3. Some people might ask, "What do bikini's have to do with ice fishing? What would you have to say to that?"
4. Do you actually enjoy ice fishing and do you actually fish?
5. Where have you ice fished previously and is all local or do you travel out of state?
6. What's the coldest it's been when you were ice fishing in bikini's?
7. What kinds of bait do you use and do you have a favorite or "lucky" bait you use?
8. Do you fish for specific kinds of fish? What was the biggest fish you've ever caught and on what lake or river?
9. When you catch fish, do you use the catch and release method or do you choose to eat some of them?
10. What kinds of equipment do you use when you ice fish?
11. Do you have any secret tips you would like to share with other fishermen/women?
12. Where do all the proceeds you make from selling Bikini Ice Fishing Team merchandise go?
13. Where can people learn & see more about the bikini ice fishing team? I.E. (photos, scheduled events, videos, etc.)
14. Does the Bikini Ice Fishing Team only ice fish? Or what other outdoor activities can we expect?
15. What does your significant others (family, friends, spouse/loved one) think about you participating in the Bikini Ice Fishing Team?
16. How does someone interested in the team, get involved?
17. How many marriage proposals do you get? Who gets the most?



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## Gallery

76th Annual Sportsmen's Show at the Minneapolis Convention Center



Bikini Ice Fishing Team members taking photos with some of their fans of all ages



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# Gallery

“Bikini Ice Fishing Team in Action”





## Sponsorship Opportunities

[Exoticaswimwear.com](http://Exoticaswimwear.com) is a Minnesota based swimwear manufacturer that markets high-quality couture women's swimwear and accessories and is known for making some of the sexiest swimwear in the world. We have been seen in Playboy, Cosmopolitan, and many other publications. Exotica Swimwear has sponsored many national and state wide pageants all over the United States for years, including Miss USA & Miss Hawaiian Tropic, which has served us well. The Bikini Ice Fishing team, however, has given us enormous exposure and exploded our branding far exceeding any other promotional vehicle we have sponsored in the past.

The Bikini Ice Fishing Team is comprised of beautiful swimsuit models who ice fish wearing bikinis. The team's mission is to promote the sport of fishing and to inspire more women to participate in these kinds of outdoor activities. The team can provide your company with unmatched publicity and exposure. The team is a natural media magnet and attracts attention wherever they appear. **Our first video placed on [YouTube.com](http://YouTube.com) has already generated more than half a million views, and we are just beginning!**

Prestigious companies in the ice fishing industry have already taken notice of the Bikini Ice Fishing team and have sponsored winter gear, financial support, fishing supplies, fish houses, etc. and have realized the enormous exposure the Bikini Ice Fishing Team delivers. Are you ready to get your product the attention & exposure it deserves?

Exotica Swimwear is currently looking for serious partners and sponsors that are ready to ride a tidal wave of publicity and exposure that only the Bikini Ice Fishing Team can deliver. We can provide ad spots in our videos and website, product placement in all official Bikini Ice Fishing Team merchandise, exposure through several media channels, and many other branding opportunities that will separate you from your competitors and leave a lasting impression that's sure to generate more business for you!

- ✓ Have a great product or service? Let us put it to the test and show the world how your product can benefit their enjoyment of fishing and the outdoors lifestyle
- ✓ Got an event or tournament? The Bikini Ice Fishing team will come and really generate some great product promotion and excitement.

So if your product, service, or event is ready to receive enormous exposure, our sponsorship program will without a doubt deliver more dollar for dollar value per impression than any other promotional vehicle on the market! For more information, contact Danny C. at 651-426-0633.

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*Exotica*  
Swimwear's

# BIKINI

ICE FISHING  
TEAM



**COMING TO A FISHING HOLE NEAR YOU!**

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