

## **PRESS RELEASE**

### **White Bear Mitsubishi steps up to sponsor of BEAR'ly Open XII**

White Bear Lake, MN

January 4, 2019

The White Bear Area Emergency Food Shelf and White Bear Events are proud to announce that White Bear Mitsubishi is the new Presenting Sponsor of the upcoming BEAR'ly Open XII Golf on Ice and Community Dance Party. According to event organizer Lisa Beecroft, "White Bear Mitsubishi has been a generous contributor in the White Bear community for years. And, with their bear and our bear - it's a great match! We are looking forward to having them at the Golf event!"

BEAR'ly Open XII will be held in (and on) White Bear Lake on Friday, February 1 and Saturday, February 2, 2019. The winter celebration, an official event of the Saint Paul Winter Carnival, enhances this vibrant community's spirit, and also raises awareness of the problem of hunger and poverty and encourages all citizens to take an active part in eliminating this problem.

Proceeds benefit the White Bear Emergency Food Shelf, which provides food and support to neighbors who live within or attend the White Bear Area School District. To date, the BEAR'ly Open has contributed over \$135,000 to the Food Shelf. Due to the purchasing power of cash (8 times), this has allowed the Food Shelf to purchase \$1,088,000. This year's goal is to claw its way to TWO MILLION DOLLARS worth of food purchased for the White Bear Area Emergency Food Shelf.

Registration for BEAR'ly Open XII Golf on Ice & Community Dance is now open online at [www.bearlyopen.org](http://www.bearlyopen.org)

### **Community Dance**

This year the Community Dance will be on February 1, 2019 at the Best Western Plus White Bear Country Inn from 6:00-11:00 p.m. The evening will kick off with a social hour that includes hot appetizers and a cash bar, a silent auction and prize drawing, a wall of wine, and more. At 7 p.m. there will be a short program hosted by the White Bear Area Emergency Food Shelf, followed by an evening of music and dancing with WildCat Combo. Table Sponsorships, which include a reserved table and 8 dance tickets, are available for \$200 (golf sponsorship add on) or \$250 (dance only).

### **Golf on Ice**

BEAR'ly Open XII Golf on Ice will be on February 2, 2019 beginning at 11 a.m. at White Bear Lake County Park at Ramsey Beach on White Bear Lake. On the frozen shores of White Bear Lake, this fun-filled day will include golf on two 9-hole courses, music and beverages, Hole Sponsor activities/treats, entertaining costumes, and a few new surprise activities.

Participants sign up for the event and pay a registration fee just as they would for a summertime golf event. Early registration (before Wednesday, January 30) is \$30 for adults and \$15 for students, and event day registration is \$35 for adults and \$20 for students.

Registration and check in will take place in the Warming Tent, and there is an Entertainment Tent with music and beverages. Each golf hole will have different activities or samples provided by local businesses and restaurants. This is an official 2019 Winter Carnival event, and royalty will make an appearance during the Golf on Ice event.

You don't need to be a golfer to participate. Golfers play with tennis balls, and may use golf clubs, hockey sticks, tennis rackets, or anything else that can propel a tennis ball. Participants are encouraged to get creative and dress in costume. There will be prizes for the Best Costume, Best Fundraisers (Individual and Group), and Best Hole Sponsor.

### **BEAR'ly Open XII Hole Sponsors**

There is still time to become a BEAR'ly Open Hole Sponsor. Sponsorships are being solicited from the business community and any private individuals who are interested in sponsoring a golf hole at the Golf on Ice event.

There are two types of Hole Sponsorship:

- \$350 (With a Tent) – includes a 10x10 heavyweight tent, 30' of sidewall, 10x10 floor mat, 8' banquet table, signage, media coverage, two tickets to the golf tournament and community dance.
- \$150 (No Tent) – includes signage at the event and limited media coverage.

Hole Sponsors are encouraged to do as much as they want to promote their business or organization, by way of decorations, costumes, games and events, giveaways, food/beverage samples, etc. They are also encouraged to create fun and unique ways to decorate and add props to their specific hole. Hole Sponsors may not sell products on site. A food license may be required.

The "BEAR"ly Open Committee must approve all Hole Sponsors no later than Friday, January 25. Additional information is available at [www.bearlyopen.org/sponsor-packages](http://www.bearlyopen.org/sponsor-packages)

Media contact and sponsorship/registration questions should be directed Lisa Beecroft at [bearlyopen@gmail.com](mailto:bearlyopen@gmail.com) or 612-250-4991.