



Douglas Area Trails Association
PO Box 112
Alexandria, MN 56308

NEWS RELEASE

Date: January 10, 2024

Ride the DATA Trails to Find Little Big Ole

Add some FUN to your winter rides in the Alexandria Lakes Area.

Douglas Area Trails Association (DATA) along with Explore Alexandria is excited to announce our 1st annual Ride DATA Trails to Find Little Big Ole prize give away!

Find our Little Big Ole wearing his custom snowmobile suit along the DATA trails and enter for a chance to win weekly prizes or the yearend "Snowball" grand prize! Enter by locating Little Big Ole, take his picture (*selfies are great*), then email the picture and where you found him (nearest crossroad or coordinates) to info@explorealex.com. We will have 4 weekly prizes and a yearend snowball prize. The contest starts January 17, 2024, if/when our local trails are officially open. The yearend snowball will be awarded after April 30, 2024.

Little Big Ole will be moved by Wednesday of each week to a new location. Take your photo between Wednesday through Sunday. Weekly prizes will be announced *the following week* by Tuesday. Watch the Explore Alexandria website and the DATA website and Facebook pages for winners and weekly clues for the location of Little Big Ole. The year end "Snowball" will grow as the season progresses. Weekly prize value is between \$20 to \$50. The Snowball is *starting* out with about \$100 and hoping to end the season over \$1000.

DATA is looking for businesses to sponsor/donate items for the weekly prizes and to help grow the snowball grand prize. (Gift cards, certificates, items with business logo or merchandise accepted). We look forward to working with all our business partners.



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