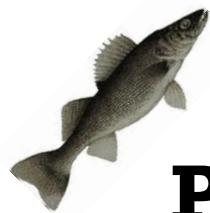


CATCH US IF YOU CAN

Northern Michigan's Largest Fishing Contest

Presented by

Lyman's on the Lake Bait & Tackle, Spicer's Boat City and the
Houghton Lake Area Tourism Bureau



You Could Win* \$250,000 Plus a New Lund Fishing Boat

Just for catching specially tagged fish in Houghton Lake ~ Higgins Lake ~ Lake St. Helen

Enjoy fishing on Houghton Lake, Higgins Lake or Lake St. Helen this summer, fall and winter. If you are lucky enough to catch Wally Walleye or Betty Bass or any of his many friends (blue gill, pike, bass, crappie or perch) you could be eligible to win \$250,000.00 in cash and a brand new Lund Boat package from Spicer's Boat City. Big Wally X and more than 75 of his closest friends have been released into Michigan's Other Great Lakes – Houghton Lake, Higgins Lake and Lake St. Helen. These tagged fish are waiting for you to catch them. Each fisherman catching a tagged fish will receive a \$50.00 gas card and earns a place in the finals for a chance at \$250,000 and the boat package in April 2016. The contest is open to anyone holding a current Michigan Fishing License. Just bring your tagged fish to Lyman's on the Lake in Houghton Lake, North Winds Lodge in Roscommon (Higgins Lake) or Trails End Motel for verification and you will be entered in the finals for a chance at \$250,000.00 and the Lund boat package from Spicer's Boat City.

Here's the Rules

1. Go fishing on Houghton Lake, Higgins Lake or Lake St. Helen between June 1, 2015 and March 15, 2016.
2. Have a great time with friends and family while enjoying a great fishing experience on Houghton Lake, Higgins Lake or Lake St. Helen - Michigan's Other Great Lakes.
3. If you happen to catch Big Wally – the tagged walleye or any of the other yellow tagged fish - take your catch to Lyman's on the Lake, North Winds Lodge, or Trail's End Motel for verification and your \$50 gas card.
4. Any one disobeying the rules will be disqualified.
5. Entry Fee: there is none.
6. State of Michigan Fishing and Boating rules will apply.
7. All decisions relating to the fishing contest by the Houghton Lake Area Tourism Bureau.

**\$250,000.00 prize and Lund boat package will be awarded based on selection of two matching envelopes out of 20. Minimum prize will be valued at more than \$1,000.00. Each tagged fish caught during the season will win a gas card donated by our contest sponsors.*

By catching a tagged fish you will be automatically entered into the grand prize draw off to be held at Spicer's Boat City in April 2016

Each lucky angler will be given a key. One key will open a treasure chest containing 20 envelopes.

Two matching envelopes must be drawn to win the \$250,000.00 and boat grand prize.

Minimum prize value in the treasure chest will be \$1,000.00 including dinner certificates from East Bay Grille and Riviera Restaurant.

Complete contest rules are available by sending an e-mail request to: info@visithoughtonlake.com.

Contest Sponsors – please support their business

Arnie's Arts & Crafts
(989) 366-8794
M-55 Houghton Lake

Lakeland Recreation
(989) 422-3576
M-55 in Houghton Lake

Poplars Resort
(989) 422-5132
Houghton Lake

Bart's Fruit Market
(989) 366-8038
M-18 Prudenville

Comfort Suites Lakeside
(989) 422-4000
Old 27 Houghton Lake

Sands Beachfront Resort
(989) 422-5295
Houghton Lake

Beachfront Hotel
www.beachfront.com
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Lyman's on the Lake
(989) 422-3231
M-55 Houghton Lake

Spicer's Boat City
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Houghton Lake

Super 8 Motel
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Chemical Bank
(989) 422-5111
Houghton Lake

Way North Motel
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Bauchan Law Offices
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Houghton Lake

Best Choice Market
(989) 422-2312
Houghton Lake

North Winds Lodge
(989) 965-1398
Higgins Lake



COME AND CATCH ME
IF YOU CAN!

HOUGHTON LAKE AREA TOURISM BUREAU

www.visithoughtonlake.com

PO Box 1 * Houghton Lake, MI 48629 * Toll free 800/676-5330