

WALLY IV AND FRIENDS

Northern Michigan's Largest Fishing Contest

PRESENTED BY LYMAN'S ON THE LAKE BAIT & TACKLE, SPICER'S BOAT CITY AND THE HOUGHTON LAKE AREA CHAMBER OF COMMERCE



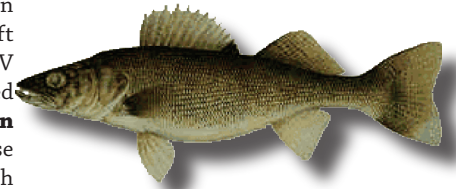
YOU COULD WIN \$50,000 PLUS A NEW FISHING BOAT*

WALLY IV AND FRIENDS FISHING CONTEST SPONSORS

Arnie's Arts and Crafts
Coyle's Restaurant
Houghton Lake Chamber of Commerce
Houghton Lake Family Dentistry
Lakeside Vision
Lee's South Shore Resort
Michigan Wholesale Bait, Inc.
Northwestern Bank
Pine View Highlands Golf Course
R&G Gas and General Store
Riviera Resort
Super 8 Houghton Lake
Spicer's Boat City
Springbrook Inn - East Bay Grille
Taco Bell

Just for Catching a Specially Tagged Fish Located 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 Big Wally the Walleye or any of his friends (blue gill, pike, bass, crappie or perch) you could be eligible to win \$50,000.00 in cash and a brand new Smoker Craft Boat package from Spicer's Boat City. Big Wally IV and 29 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 \$50,000 and the boat package in April 2010. 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, Korbinski's Marine in Prudenville, Spicer's Boat City, Houghton Lake or the Tee Pee Motel and Restaurant in Roscommon for verification and you will be entered in the finals for a chance at \$50,000.00 and the Smoker Craft boat package from Spicer's Boat City.



*\$50,000.00 prize and Smoker Craft boat package will be awarded based on selection of two matching envelopes out of 20. Minimum prize payout will be \$1,000.00. Each tagged fish caught during the season will win a gas card donated by a local merchant as designated by the tag number on the caught fish. By catching a tagged fish you will be automatically entered into the grand prize draw off to be held at Coyle's Restaurant in April 2010. Each lucky fisherman will be given a key. One key will open a treasure chest containing 20 envelopes. Two matching envelopes must be drawn to win the \$50,000.00 grand prize for the lucky angler. Minimum prize in the treasure chest will be \$1,000.00, dinner for two at Coyle's Restaurant. Complete contest rules are available by sending an e-mail request to: visithoughtonlake.com.

Michigan's Other Great Lakes



Here's the Rules

1. Go fishing on Houghton Lake, Higgins Lake or Lake St. Helen between June 20, 2009 and March 15, 2010.
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 tagged fish - take him or one of his friends to Lyman's on the Lake in Houghton Lake, Korbinski's Marine in Prudenville, Spicer's Boat City, Houghton Lake or the Tee Pee Motel and Restaurant in Roscommon for verification.
4. Any one disobeying the rules will be disqualified.
5. Entry Fee: there is none.
6. State of Michigan Fishing rules will apply.
7. All decisions relating to the fishing contest by the Houghton Lake Area Tourism Bureau will be final.

HOUGHTON LAKE AREA TOURISM BUREAU

www.visithoughtonlake.com

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