

WALLY WALLEYE & BETTY BASS

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 WALLEYE & BETTY BASS FISHING CONTEST SPONSORS

ARNIE'S ARTS & CRAFTS
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LYMAN'S ON THE LAKE BAIT & TACKLE
NORTHWESTERN BANK
REFLECTIONS ON THE LAKE
SANDS BEACHFRONT RESORT
SPICER'S BOAT CITY



Just for Catching 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 Wally Walleye or Betty Bass or any of his many 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 VI and 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 \$50,000 and the boat package in April 2012. 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, St. Helen Powersports 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 will be valued at more than \$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 **SPICER'S BOAT CITY** in April 2012. 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 value in the treasure chest will be \$1,000.00 including dinner for two at East Bay Grille. 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 1, 2011 and March 15, 2012.
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, St. Helen Powersports 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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