

The Fishwrapper

Dear Friends,

It's difficult to escape news of the tough economic times our country is facing. Some argue that with everyone tightening budgets, it will be difficult to keep the holidays merry this year.

At Bluefin Bay, we think the opposite is true. The holidays are a time to gather with friends and family and show how much we appreciate them. A time to thank. A time to give. And a time to bask in family traditions and create lasting memories.

This year, Bluefin Bay celebrates a quarter-century of creating traditions and helping guests form lasting vacation memories. What a wonderful gift! As we celebrate this milestone, it seems fitting to look back at what the holidays in Tofte were like in the early years. We turned to the Tofte Historical Society at the North Shore Commercial Fishing Museum. Here are some excerpts from "An Old Fashioned Christmas in Tofte."

The success of the fall herring run was the greatest determinant for Christmas plans. As money was acquired from commercial fishing, the winter supply of food had to be ordered and put away. Mothers would order wool, yarn, thread and buttons from the Sears Roebuck and Montgomery Ward catalogs to make mittens, gloves, dress socks and scarves for Christmas presents. Children anxiously awaited the arrival of the catalogs to examine them for the very limited choice of Christmas presents – a sled, some new skates, shoes, possibly even a new .22 rifle.

Perhaps the most important planning of all went into the actual Christmas celebrations. On Christmas Eve the



HAPPY HOLIDAYS!

large meal was served. Tables were covered with bread, several kinds of lefsa, home-canned vegetables and a great variety of homemade pickles. Fruitcakes, cookies, candy and fresh fruits were also served. The family that was fortunate enough to have roast goose for dinner was envied.

On Christmas day, young people would compare their presents and rounds of parties started at various homes. Teenagers would gather in the evening to play cards and visit. Most families would invite friends and neighbors and would exchange news and experiences of the season.

What struck us as we read about old fashioned Christmases in Tofte was how neighbors, friends and family all came together. When finances were tight because of a bad herring run or an unforgiving lake, families celebrated with simple traditions such as playing cards or sharing a meal.

Our wish for you this holiday is that you have the opportunity to create lasting family traditions with those you love. We thank you for being our guest over the years, and wish you health, happiness and prosperity in the years to come.

From our Bluefin Bay family to yours, happy holidays.

Bluefin Bay's Winter Activities

- Sleigh rides through the snow
- Guided snowshoe hikes
- Guided cross country skiing
- Ice skating
- Bonfire with smores
- Massage services & a new destination spa at Surfside
- Free shuttles to and from Lutsen Mountains and area ski trails
- Kids craft activities and more!

1-800-BLUEFIN (258-3346)
www.bluefinbay.com

Book a Winter Wonderland Getaway to Bluefin Bay

Gather your family and escape the winter doldrums with a fabulous seaside vacation at Bluefin Bay. Stay in a cozy condo right on the water and watch the waves crash against the icy shore, while surrounded with fresh mountain snow and a blanketed Superior National Forest.

Bluefin Bay provides every amenity, every activity, every service, and yet all the space and privacy you need, to create perfect vacation memories. Whether you're in search of rest or relaxation, romance or family time, Bluefin Bay provides the perfect backdrop and the perfect experience for your winter getaway.

Receive Bluefin Rewards Cards with Every Stay

This winter, the longer you stay the more rewards you earn. Stay two nights and earn a \$50 gift card, three nights and earn \$100 gift card, four nights and you earn \$150, and five nights or more and you receive a \$200 gift card. Bluefin Rewards Cards can be used anywhere at the resort for lodging, restaurants, massage services, gift shops and more. They can also be used at the new, full service, Waves of Superior Spa at Surfside Resort, our new sister resort property located just a mile away.

Give the gift of travel...

Give the gift of comfort and joy...

Give the gift of family tradition...

Give the gift of romance...

Give the gift of relaxation...

Give the gift of lifelong memories...



Give Bluefin Bay on Lake Superior



Extend Your Rewards with Extended-Stay Winter Wonderland Packages

January 3 for 2

Valid Jan. 4 – 31, 2009

(excluding MLK Weekend)

Stay three nights and receive one of those nights FREE, plus a \$100 Bluefin Rewards Card.

February 4 for 3

Valid Feb. 2-28, 2009

Stay four nights and receive one of those nights FREE, plus a \$150 Bluefin Rewards Card.

March Weekends at Midweek Rates

Valid March 8-31, 2009

Stay three nights over a weekend at midweek rates, plus receive a \$100 Bluefin Rewards Card.

Winter Wonderland Extended Getaway

Create the perfect family or romantic winter getaway at Minnesota's Favorite Resort – when you stay five or more nights, you earn a \$200 Bluefin Rewards Card.

Winter Wonderland Packages can only be booked by calling us at 1-800-BLUEFIN (258-3346) or online at www.bluefinbay.com.

Ski & Stay Packages

Discount ski lift tickets at Lutsen Mountains are available to accompany each of our Winter Wonderland Packages. Please ask us for details.

Give the Gift That Keeps on Giving

Wrap the gift of a fabulous seaside getaway at Minnesota's Favorite Resort and you're giving an incredible gift that will keep on giving.

Bluefin Bay gift cards can be used anywhere at the resort for lodging, restaurants, massage services, gift shops and more. Gift cards can also be used at our new Waves of Superior Spa, located at Surfside — our sister resort just a mile away.

Gift Cards will be mailed to you within a few days of your order and come with a gift card holder and a place for you to write a personal message.

Call 1-800-BLUEFIN (258-3346) or 218-663-7296 locally to order your Bluefin Bay gift cards today. Give the gift of a wonderful vacation experience or family tradition that keeps on giving through lasting memories.