

The Fishwrapper



Share Your Favorite Memories of Bluefin Bay

Enter guest contest and win!

Do you have a favorite memory or experience from a trip you've taken to Bluefin Bay over the past 25 years? Perhaps it was an anniversary, honeymoon or special romantic getaway. Or, a vacation with your family or a special group of friends.

We invite you to share your story and help us celebrate Bluefin Bay — the people's resort and a Minnesota favorite. Stories can be submitted in one of two forms/categories: 1) Written essays of up to 150 words; 2) Photo essays of up to five photos with captions.

A panel of distinguished judges will select their 10 favorite entries in each category. We'll then post the judges' favorites on Bluefin Bay's Facebook page and on our website and ask you to vote for the winners. Five winners will be selected in each category, and one of those will win the grand prize.

Judges will be looking for originality, creativity, and the extent to which your entry embodies the hallmarks of Bluefin Bay. Stories must be true and facts will be verified! A complete name, address and phone number must be attached to each entry.

Prizes will be awarded as follows:

The top entrant (chosen from either category) will win \$1,000 in lodging at Bluefin Bay. The other nine selected winners will each receive a \$200 lodging certificate. Plus, all winning entries will be posted on Bluefin Bay's Facebook page and on our website. Finally, we hope to print a Bluefin Bay 25th Anniversary coffee table book and winning entries would be included to help tell the Bluefin Bay story.

Complete contest rules are posted on the Bluefin Bay 25th Anniversary web page at www.bluefinbay.com/25.

Celebrating 25 Years of Bluefin Bay on Lake Superior...100 Years of Hospitality

This year, Bluefin Bay is celebrating its 25th Anniversary. For 25 years, we've had the pleasure of helping make vacation memories come true for our guests. That's 25 years of celebrating romance, family, and tradition. Twenty-five years of warm and friendly hospitality — building on a tradition of hospitality that started when the first settlers arrived in Tofte more than 100 years ago.

It's only fitting that as we celebrate, we look back at the tradition of hospitality that has made Bluefin Bay one of Minnesota's favorite vacation spots.

We celebrate the first Norwegian settlers who made their living as commercial fishermen fishing for trout and Bluefin (herring) on the unforgiving lake. We celebrate the hard work and perseverance of those who farmed, fished and logged here. We celebrate the entrepreneurial spirit of those who saw the future of a thriving tourist industry and built Tofte Lodge, the

Edgewater Inn and Olsen's Motel — all inspired Bluefin Bay. And, we celebrate the spirit of a lake so big and mysterious that it has remained the center attraction for more than a century.

In the words of Ted Tofte, a descendant of the very first settlers, "the big sea water remains almost exactly as those pioneers found it— enchanting, exciting, turbulent, peaceful, powerful, beautiful, majestic-ever changing, yet ever the same. Millions have discovered it and come to enjoy it. Indeed, it is now a national treasure."

Today, in the spot where these immigrants settled and worked and lived and enjoyed, there is now a tasteful and magnificent complex known as Bluefin Bay, with its unobstructed view of the shining big sea water so that hundreds can see and enjoy and be inspired.

1983 Closing on Olsen's Motel and Bluefin Bay construction begins

1984 Units 1 - 9 completed, open for rental

1985 - 1988 Unit 10 - 53, indoor pool & tennis court completed

1991 First Food & Wine Lover's Weekend

1994 - 1996 Construction of units 55 - 72, plus Coho Cafe, lakewalk & outdoor pool

1997 Bluefin Bay donates land for Commercial Fishing Museum

1997 Named Resort Property of the Year by MN Innkeepers Association

1999 Voted Minnesota's Favorite Resort by readers of MN Monthly Magazine

2001 Sailboat Avanti sails into Bluefin Bay, guest sailing charters begin

2003 Tofte Homestead built, affordable housing for area employees

2004 Six mile section of Gichi Gami Bike Trail completed through Tofte

2005 Online lodging reservations start

2005 Superior Waters Wellness Center opens & wireless internet in rooms

2006 Bluefin Grille & Tofte Room are remodeled

2007 "On the Road with Jason Davis" MN Lodging Association

2007 Again named Resort Property of the Year

2008 Investment into futuristic energy conservation - geo thermal installed

2009 25 years of romance, family and tradition

Help Celebrate 25 Years of Bluefin Bay

Join us for great summer deals and great summer fun!

What better way to celebrate 25 years of Minnesota's Favorite Resort than with great deals and a host of activities and promotions for our guests. Join us this summer - you'll save, you'll win, and you'll have a great vacation.

F.Y.I.

Happy Trails to You

Over the past 25 years, Bluefin Bay has helped develop the Lutsen-Tofte area as a mecca for the outdoor adventurer! Bluefin Bay has been instrumental in developing the **North Shore Cross Country Ski Trail**, in particular the Sugar Bush system above Tofte; the **Superior National Hiking Trail** from Duluth to the Canadian border - with the unsurpassed links and loops around Oberg Mountain and Carlton Peak; the **Gitchi Gami Bike Trail** — runs from Two Harbors to Grand Marais when completed.

Ask about FREE shuttles to and from area trails all year long; and our guided hikes and complimentary outdoor equipment such as bikes, backpacks and snowshoes to help you enjoy the trails.

More History at North Shore Fishing Museum

If you are history buff or are simply intrigued by the history of Bluefin Bay and the Tofte area that we have shared in the Fishwrapper, we encourage you to pick up your FREE pass to the North Shore Commercial Fishing Museum. Bluefin guests are invited to tour the museum free. The North Shore Commercial Fishing Museum and Tofte Historical Society is connected to Bluefin Bay via the lakewalk.

Calling all Photographers

The 15th Annual Bluefin Bay Calendar Contest is underway to create the 2010 Bluefin Bay calendar. We have **extended this year's entry deadline to June 22**, so you still have time to submit your high-quality photos of Bluefin Bay and our surrounding area. Photos should be in horizontal format and must be submitted both electronically and in print via the calendar contest rules posted on our website at www.bluefinbay.com/information. We will select 12 winners, including one grand prize winner who will earn the coveted cover spot and \$1,000 in Bluefin Bay lodging and dining.

Today at Bluefin

Check out the Bluefin Bay blog at www.bluefinbay.com for the latest information on Bluefin Bay happenings — events, activities, weather, photos and other news. If you wish to submit a photo for our blog, contact Jolita Rysdahl at Jolita@bluefinbay.com. Also, if you have not yet signed up for our regular email news, now is a great time. We send most of our special events and offers via email. Go to www.bluefinbay.com and click on Contact Us, Subscribe to Cyberspecials. We are now on Facebook under Bluefin Bay on Lake Superior, become a fan.

25th Anniversary Deals - Create Your Own Vacation Package

Customize your vacation getaway this summer by choosing any one of our three 25th Anniversary deals! (Offers valid June 19-Dec. 31, 2009; one offer per reservation.)

- 1) **Stay 2 & Win \$25**
Stay with us in any room style for two consecutive nights and earn a \$25 Bluefin Rewards Card that can be used for lodging or anywhere at the resort.
- 2) **Stay 3 (or more) at 25% OFF**
Stay with us three nights or more during our 25th Anniversary year and earn 25% off starting on the third night. The longer you stay, the more you save.
- 3) **Celebrating Your Birthday**
Stay two nights at Bluefin Bay on your birthday during our 25th birthday year and receive your birthday night at 25% OFF!

New Romance and Family Package with a 25th Anniversary Twist

The Romance Package (From \$169 per night Quiet Time)

- Stay two nights in a romantic Master Bedroom with a fireplace, whirlpool and breathtaking views of Lake Superior
- A bottle of champagne or our Special Bluefin Bay 25th Anniversary Wine in your room upon arrival
- Breakfast for two each morning at the Bluefin Grille or Coho Café (in-room delivery available on weekends)
- A romantic candlelight dinner for two at the Bluefin Grille with breathtaking views of Lake Superior (value up to \$80)
- A special Bluefin Bay photo album to hold photos from your favorite romantic getaway
- PLUS, all nature & resort activities: Sea kayaking, hiking, biking, canoeing, and more
- Free use of bikes, tennis rackets, etc.

Add any of the following to enhance your romantic package:

- Additional nights at 25% off
- Rose petals sprinkled on your bed upon arrival — \$30
- Appetizers & wine delivered to your room — \$30
- Sail Lake Superior on the Avanti — \$36 per person
- Half-day fishing charter on Lake Superior — \$315

The Bluefin Bay Family Package (From \$155 per night Quiet Time)

- Stay two nights in a One Bedroom Condo (or better)
- Kids eat for FREE at the Bluefin Grille and Coho Café OR at the Bluefin BBQ on the beach (One kid's meal FREE / adult entrée)
- Two award-winning Coho Café pizza's of your choice for take out or dining in. \$10 of Arcade tokens and a six pack of pop
- A host of kid's activities, programs, and trivia contests
- A special Bluefin Bay photo album to hold photos from your favorite family getaway
- PLUS, all nature & resort activities: hiking, biking, canoeing, sea kayaking, and more
- Complimentary use of bikes, tennis rackets, and more

Add any of the following to enhance your family package:

- Additional nights at 25% off
- Half-day fishing charter on Lake Superior — \$315
- Sail Lake Superior on the Avanti — \$36 adult, \$24 child

Summer To Do List



Take a guided hike to one of the area's spectacular waterfalls



Take a morning stroll on the lakewalk



Bike the Gitchi Gami



Create lasting memories and enjoy smores by the campfire



Relax in the outdoor pool and hot tub



Enjoy a romantic dinner & lake views at the Bluefin Grille



Catch a big fish



Kayaking, sailing and more starting July 2009

Special 25th Anniversary Activities

These 25th Anniversary activities will be added to our fun-filled Summer Activities Schedule (June 26-Sept. 5, 2009).

<p>Good Old Fashioned BBQ on the Beach — <i>Every Saturday 5pm-8pm</i></p> <p>Join us on the Bluefin Bay beach for a BBQ with all the fixins - including birthday cake. BBQ followed by a campfire and stories/songs of Bluefin Bay in days past.</p>	<p>Quarter Century Treasure Hunt — <i>Everyday all summer</i></p> <p>As Bluefin Bay celebrates a quarter of a century - we're dropping quarters throughout the resort property. Find a quarter pick it up and all day long you'll have good luck. PLUS, those quarters might be worth something - check the back for a sticker indicating you've won a prize! This activity is for kids and adults.</p>
<p>Special 25th Anniversary Kids Activity — <i>Friday's from 4pm-5 pm</i></p> <p>Help us celebrate 25 years of Bluefin Bay by getting your face painted Bluefin Bay style or enter our Bluefin Bay drawing contest and draw what you think Bluefin looked like in years past.</p>	<p>Bluefin Bay Trivia Contest — <i>Everyday all summer</i></p> <p>Check your check-in packet for a Bluefin Bay trivia quiz, fill it out and enter to win great prizes, including lodging certificates, restaurant coupons and more!</p>
<p>Bluefin Bay History Walking Tour — <i>Every Saturday</i></p> <p>Join us for a free narrated walking tour of Bluefin Bay, including the old fishing dock, the lakewalk and the North Shore Fishing Museum.</p>	<p>Bluefin Bay History Display — <i>Everyday all summer</i></p> <p>Stop in the lobby of Bluefin Guest Services and check out our history display celebrating 25 years of Bluefin and the 100 years of hospitality.</p>
<p style="text-align: center;">Share Your Favorite Bluefin Bay Memories Contest with BIG prizes — <i>Everyday all summer</i></p> <p>In the spirit of our successful Bluefin Bay Calendar Contest, we're inviting current and past guests to share their favorite memories of Bluefin Bay in an essay of up to 150 words max, or in a photo essay of up to five photos with captions. Prizes will be awarded by a panel of judges based on creativity, enthusiasm and passion for Bluefin Bay. If we get enough great stories and photos our intent is to publish a coffee table book celebrating Bluefin Bay's history of making our guests vacation memories come true. Contest rules and submission form online starting June 15.</p>	