

# The Fishwrapper

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## CASTING BACK IN TIME



This summer, many guests will cast a line into Lake Superior in search of the big catch. Of those, a lucky group will enjoy their gilled bounty in a shore lunch or lazy evening dinner. The others? Chances are good their turn will come tomorrow.

But for most early 20th century Lake Superior fisherman, more than just a tasty lunch depended on their success trolling the waters. Their families' livelihoods and a large part of the North Shore economy all rested in their nets.

In 1935 alone, the DNR issued 400 commercial fishing licenses to anglers along the North Shore. Braving dangerous weather and waters, they sought lake trout, herring and white fish. Storms often prevented nets from being gathered, causing valuable fish to die. When the nets were finally pulled in, fishermen pained to see the remaining live fish at less than peak condition – bringing little market value.

Somehow, these fishermen were still a happy lot. When much of the country was out of work, they provided nutritious, affordable food. And they forged much of the community you see along the shore today.

So go ahead, cast. When you get a tug, just remember there's a whole lot of history hanging off your line.

*(NOTE: Bluefin Bay offers fishing charters aboard Tofte Charters with Captain Darren Peck who will be sporting a new second boat this year - Tofte Charters II, a 27' Baha Cruiser. And although he doesn't provide a fish catching guarantee, Captain Peck reports catching fish every trip for the last 5+ years in more than 700 outings. Details on back.)*

## A NEW SEASON OF ADVENTURE

The drive up scenic Highway 61 is over. You've unpacked your car, unlocked your room and as you step inside you hear it: The lake.

That unmistakable roar of great water. Mist so close it practically kisses your cheeks through the windowpane. With waves this big and this close, you can only be one place: Bluefin Bay on Lake Superior. The world's largest freshwater lake – heck, it's an ocean – and it's right outside your window. Everything suddenly seems more alive, more exciting, and more romantic. You're at Bluefin Bay and your summer vacation has officially begun!

Maybe you've come for heart-pumping outdoor adventure. Or soul-soothing relaxation and romance. No matter your goals, Bluefin Bay is filled with ways to explore Minnesota to the max.

In this spectacular setting, Bluefin Bay's amenities have to be pretty amazing to get your attention. No worries. You could fill an entire vacation without ever leaving the resort. Relax in our outdoor heated pool overlooking the lake, sweat out your stress in one of our two saunas, or skip some rocks during a stroll along our scenic lakewalk. Play tennis, hit the spa, connect with your sweetheart over a romantic dinner, or spend the night around the campfire with friends.



If outdoor adventure is more your speed, Bluefin Bay's seaside location is the ultimate vacation base. We offer complimentary recreational equipment to help you experience the Minnesota outdoors at their absolute best. Grab a bike and explore one of the area's state parks. Borrow a backpack and trek the infamous Superior Hiking Trail. Hop in a kayak for some lessons and explore the lakeshore from a whole new vantage point.

Take some time to explore one of Cook County's unique communities. Explore the history of Grand Portage, shop the artsy harbor community of Grand Marais, paddle a pristine lake in the BWCA or go animal tracking along the Gunflint Trail. Cook County offers a host of fun festivals such as Grand Marais' Dragon Boat Festival (July 29-Aug 1) or the annual Fisherman's Picnic (Aug 5-8). And the Gunflint Trail opens the new Chik- Wauk Museum and Nature Center on July 4th weekend.

When you stay at Bluefin Bay, the only difficult part of your Cook County adventure is deciding which of the endless summer activities you'll take advantage of now... and which you'll want to come back for later. A full calendar of resort activities and area events can be found at [bluefinbay.com](http://bluefinbay.com).





**HIKING**  
Lutsen-Tofte is home to some of the most beautiful and dramatic sections of the Superior Hiking Trail. This 205-mile footpath follows the rocky ridgeline above Lake Superior from Two Harbors to the Canadian border, passing through numerous state parks.



**BIKING**  
Complimentary road and mountain bikes are part of your stay at Bluefin Bay. From a gentle ride along the Gitchi-Gami paved trail, to the challenging single-track of Pincushion Mountain, to the rugged back-roads and trails inland of Tofte, there is something for everyone.



**KAYAKING**  
Bluefin Bay offers guided sea kayaking excursions three to four times per day throughout the summer. Our expert and certified guides will provide you with all of the instruction and equipment you need.



**SAILING**  
Set sail aboard the Avanti, a 42-foot Beneteau First performance yacht, and view the beauty of the shoreline from a unique perspective. Our expert sea captain can show you the basics of sailing or simply sit back, relax, and enjoy the gorgeous scenery.



**OUTDOOR POOL & HOT TUB**  
Bluefin Bay is home to the only year-round outdoor pool and hot tub overlooking spectacular Lake Superior. Relax in the heated pool as the sun glistens off the lake. This amenity is a guest favorite and can be enjoyed no matter the season.



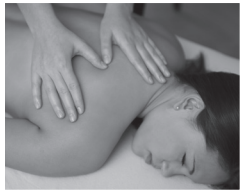
**FISHING**  
Bluefin Bay guests have the unique opportunity to experience a scenic Lake Superior fishing excursion with expert Captain Darren Peck aboard Tofte Charters. For more information check with Guest Services or toftecharters.com.



**GOLFING**  
Superior National Golf Course, offering 27 unique holes, was ranked as the #1 public golf course in Minnesota by Golf Digest Magazine and it is located just seven miles from Bluefin Bay. Ask about our Golf Stay & Play Packages.



**NATURALIST PROGRAMS**  
Join a naturalist from the United States Forest Service and learn about North Shore history, its animal inhabitants, and its native flora and fauna. Programs are offered daily around the area and are free to the public. Check our Calendar of Events for the summer schedule.



**SPA & WELLNESS**  
Discover the relaxation and renewal of Waves of Superior Spa in either of two locations, and at a 10% discount. Bluefin guests may receive nurturing massage treatments in the intimate. Or, enjoy the full spa experience and service menu at our new Waves of Spa at Surfside.



**CAMPFIRE & SMORES**  
Join us on the Bluefin Bay beach, just feet from Lake Superior, for an evening campfire with s'mores. Cozy up next to the campfire and gaze out onto the seemingly endless beauty of the lake. You can even start a campfire song or story if you so choose.

# YOUR ROMANCE. MINNESOTA'S FAVORITE RESORT. A MATCH MADE IN HEAVEN.

You once said “I do.” Now you can say, “I still do” at Bluefin Bay’s first annual Vow Renewal Weekend, June 11-13, 2010.

Rekindle the flame at Minnesota’s Most Romantic Resort for a celebration of romance like none other. Couples may choose to renew their “I dos” in a private lakeside or candlelit ceremony or join in the company of other loving twosomes for a group ceremony on the shores of Lake Superior.



Our Vow Renewal package includes everything needed for a romantic weekend away with your better half – a vow renewal ceremony, post-ceremony reception, in-suite champagne, an in-suite spa ritual, and countless memories to carry with you long after the ceremony ends.

All you have to do is select your lodging from our great discounted Vow Renewal Weekend rates, invite the guests and book any additional services necessary for a weekend and wedding to remember.

**Vow Renewal Weekend Lodging Special:**  
Stay two nights and get 15% off regular rates or stay three nights and get one night FREE!

**Vow Renewal Packages:** Our Private Vow Renewal Package is \$150 per couple; Group Vow Renewal Package is \$250 per couple.

Book now at bluefinbay.com or call **1-800-258-3346**; space is limited for both our private and group ceremonies. This is one weekend you and your one-and-only just won’t want to miss. Bluefin Bay’s Vow Renewal Weekend is co-sponsored by Minnesota Monthly



## SIZZLING SUMMER DEALS

An endless expanse of freshwater waves, seaside accommodations, relaxing spa treatments, outdoor adventure and so much more. Why battle rising airfare, airport crowds and ever more travel hassles when you can have the ultimate waterside vacation just a few short hours from home? With deals like this, you’re sure to experience your best summer vacation yet.

### THE VIRTUAL MAKEOVER LODGING SPECIAL

We’ve launched our brand new website and can’t contain our excitement about all the new and improved vacation planning tools! Use our new website to book your 2010 stay of 3 nights or more before June 15th and save 15% off your lodging fees. But book soon – this deal has limited availability during weekends in August and our popular Fall Colors season. This value is available for web-booked new reservations only and cannot be combined with any other discounts or offers.

### SUMMER ADVENTURE SPECIAL

With May already here, it’s time to start planning your summer vacation getaway. When you head up north to explore summer on the Shore, take advantage of Bluefin Bay’s Summer Adventure Special. When you stay three nights or longer, you’ll receive 20% off your third and successive nights’ stay at Bluefin Bay. This deal cannot be combined with any other discounts or offers.

## BLUEFIN BAY GETS A VIRTUAL MAKEOVER

### BOOK AT BLUEFINBAY.COM AND GET THE BEST DEAL OF THE SEASON

We’re excited to launch our new Internet home this month, offering a fresh online appearance and a brand new way to book your North Shore vacation.

The new Bluefin Bay website offers a comprehensive vacation planning guide. The new site makes selecting your accommodations easier than ever. Explore more than 20 seaside room styles with a Find Your Room Style search tool to help find the perfect room features and amenities. Or, if you know exactly what you want, find your dates, click go and book it.

Our Plan Your Stay section showcases all resort amenities, area activities, attractions, and events.

And our lodging specials page will help you get the best deal. Speaking of deals...

### BOOK ONLINE AND SAVE

Book any future stay(s) in 2010 of three nights or longer by June 15th and you’ll receive 15% off your lodging. This deal applies only to new reservations made online and cannot be combined with other discounts or offers.

So what are you waiting for? The website is new, the deals are hot and we can’t wait to welcome you to another beautiful Bluefin Bay summer on the North Shore.

