



# FISH YOUR HEART OUT

## WIN A CUSTOM ADVENTURE WITH BELL'S BREWERY

**BELL'S**

*Fish Your Heart Out*

— WIN A —  
**CUSTOM ADVENTURE**  
WITH BELL'S BREWERY

**TO ENTER**  
VISIT [BELL'SBEER.COM/FISHING](http://BELL'SBEER.COM/FISHING)  
OR TEXT "BELLSFISHING" TO 31996

Fish your heart out at some of the best trout fishing locations in the country with Bell's Brewery! One lucky fan (and one lucky friend) will get to head to one of the following locations for a custom charter fishing trip:

**TWO HEARTED RIVER**  
Michigan's Upper Peninsula

**NORTH CAROLINA**  
Lake Fontana

**COLORADO AND WYOMING**  
North Platte River

NO PURCHASE NECESSARY. VOID IN N.J., HI AND WHERE PROHIBITED BY LAW. The Fish Your Heart Out Sweepstakes ends 05/31/20 at 11:59 PM EDT. Open to legal residents of the United States & DC who are 21 years of age or older as of the date of posting. See [BellsBeer.com](http://BellsBeer.com) for full rules, available at [BellsBeer.com/Contests](http://BellsBeer.com/Contests). Open to Bell's Brewery, Inc. (BWI) customers in California, HI, NY, NJ, IL, MN and WI only. Sweepstakes ends 05/31/20 at 11:59 PM EDT. The prize is valued at \$1,000. The prize will be awarded by 06/05/20. All winning entries will be verified by a random number generator. Prizes are subject to change without notice. See [BellsBeer.com](http://BellsBeer.com) for full rules. Sweepstakes ends 05/31/20 at 11:59 PM EDT. © 2020 Bell's Brewery, Inc. All rights reserved.

### MARCH 1 through MAY 31

Fish your heart out at some of the best trout fishing locations in the country with Bell's Brewery! One lucky fan (and one lucky friend) will get to head to one of the following locations:

- Michigan's Upper Peninsula** - Two Hearted River
- North Carolina** - Davidson River
- Colorado/Wyoming** - North Platte River

### WINNERS

- 1 Grand Prize winner - A custom chartered fishing trip for 2
- 20 First Prize winners - Retro cooler filled with Bell's SWAG

### WAYS TO ENTER

- [FishYourHeartOut.com](http://FishYourHeartOut.com)
- Text "bellsfish" to 31996

### Program includes national marketing support, including:

- Custom point of sale
- Social media spotlight
- Top billing on [Bellsbeer.com](http://Bellsbeer.com)
- Digital ads
- And more

**We will be drawing the winners on or around June 5, 2020.**



*Eligible winners must be a resident of the contiguous 48 states, 21 year of age or older, and can not be employed by a liquor license holder or wholesaler*