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# Houseboat

The Family Magazine for the American Houseboater

## Molson Canadian

Twin Anchors' fresh face at Shuswap



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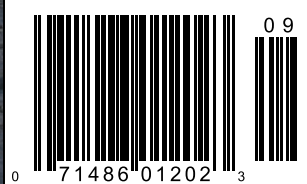
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# HOUSEBOATING MOLSON STYLE



**Unlike anything you've ever seen on the water**

Story and Photos by Lindee Anderson

# MOLSON

If you happen to find yourself in the Sicamous, British Columbia area, you're likely to see a houseboating sight just a little out of the ordinary. Twin Anchors, in collaboration with Molson Canadian, has taken houseboat vacationing in a new and exciting direction on Lake Shuswap.

It happened as most great ideas do, Greg Kylo, co-owner of Twin Anchors happened to be visiting with a friend from Molson when the conversation evolved to houseboating—Kyllo's specialty. As the conversation developed, an idea to build and launch a promotional boat for the Canadian brewery was born. The result is quite a sight.

The "Molson Boat" features exterior bottle graphics, a black and charcoal interior décor complete with a full entertainment package, gas grill, four staterooms, top deck hot tub and of course, a Molson keg cooler and tap. The smallest details aboard bear the Molson brand from beer glasses to linens—it is truly a complete Molson experience all backed by the quality that Twin Anchors delivers on all its boats.

Molson Canadian's decision to select Twin Anchors as the builder of its promotional boat was an obvious one for them. The Sicamous-based houseboat builder is located right in the center of Canada's houseboat heartbeat, not to mention the company's long-standing success in building houseboats over its 30-year history.

In 1977, houseboating on Shuswap was largely unheard of as the lake was considered wild and untamable. As houseboat technology advanced and houseboat hulls became more stable and durable, the founders of Twin Anchors saw an opportunity to create a new movement toward houseboat placement on Shuswap. Over the last three decades, the Canadian manufacturer has grown, developed and eventually moved to a new, larger facility to accommodate its manufacturing demands.

"Twin Anchors is the leading houseboat company in Canada," says Matt Johnston, assistant B.C. field marketing manager for Molson, "They have a long history of producing quality boats."



# HOUSEBOATING



# MOLSON

Having just launched its 400th boat in June of this year, hundreds of Twin Anchors' vessels can be found in rental fleets across the United States and Canada at some of the most popular houseboating destinations such as California's Lake Shasta and Arizona's Lake Powell, as well as its own rental location on Shuswap Lake at both Sicamous and Salmon Arm locations.

Not much is ordinary about this Canadian brewer's houseboat. For starters, getting aboard the Molson boat for a truly unique houseboat vacation experience doesn't happen in the traditional way. The boat's time is booked primarily through contest promotions. Molson consumers have an opportunity to win a vacation aboard this one-of-a-kind vessel. The promotion enables Molson drinkers—who may not have an opportunity any other way—to experience houseboating.

"Consumers can win a trip on the boat a few ways," explains Johnston. "We ran contests with the largest private liquor retail chain in B.C. where consumers could enter to win at any of their stores. Customers could also text in for their chance to win. Additionally, we ran contests through some bars in the interior of B.C. Last but not least, we ran a radio co-promotion through CFOX FM, the local radio station which is number one in listenership for men aged 19 to 24 years old. Consumers entered through the radio station website, becoming a Fox Rocks club member as well as through a link to Molson Canadian.ca for their chance to win a trip on the boat."

Molson did overtime to make sure the word got out to its consumer base, too. With a long list of efforts including a full-blown media package with produced promotions, live liners, e-blasts, website activity, as well as on air promotions, the Canadian company covered all its bases in driving awareness and entries program.





In addition to all the excitement of a Molson-style vacation aboard one of the most unique houseboats on one of the most scenic lakes in North America, Molson has gone even further above the bar to provide a host for vacation winners. Max Law, Molson's official houseboat host is aboard during the vacation to ensure that everyone's needs are taken care of.

"As host, Max is on the Molson boat to make sure the winners have everything they need," said Johnston. "Whether it is an ice cold beer, some food, insight on where to go on the lake or anything else they may need."

The vacation package includes a four-day, three-night trip aboard the Molson/Twin Anchors boat for a long Thursday to Sunday weekend. Contest winners are able to head out on Lake Shuswap, Canada's premier houseboat destination where there is no shortage of shoreline to beach on. A quiet, clean and scenic lake, Shuswap easily rivals its popular southern counterparts. The water is calm and aboard the Molson boat, no one will go thirsty.

The combined efforts of Twin Anchors and Molson have attracted the attention of a younger generation of houseboat vacationers who may otherwise not have an opportunity to experience the excitement of a houseboat adventure beginning at 19, the legal drinking age in Canada.

"Most of the trip winners have been in the age range of 19 to 29 years old," explains Johnston. "We see the boat as providing access for our targeted demographic to experience something that is relevant to them. Whether it is their first time houseboating or getting a chance to really houseboat in style, we want to make it a memorable experience for them."



# MOLSON CANADIAN



## ABOUT THE MOLSON HOUSEBOAT

- 59-foot Custom CruiseCraft
- Aluminum rigid twin aluminum pontoon flotation with sealed bulkheads
- Command Bridge with built-in seating
- Crow's nest with seating for 8
- Acoustical insulation package
- Custom tinted windows
- Vaulted ceiling and Suntan Platform
- 2 Cuddy Staterooms
- Fully operational flybridge command with second control station
- Instrumentation at both cabin and flybridge helms
- Dual station hydraulic steering system
- Dual station ZF Mathers MMC electronic controls
- Merc 4.3 litre with Alpha drive 2.4:1 gear Ratio
- 15 KW Westerbeke
- Propane fireplace with stainless trim
- 4 wash downs at foredeck, aft deck, hot tub and wetbar
- Misters on the hard top and the forward radar arch.
- 225-gallon (8-person) Jacuzzi spa custom built onto bridge deck
- Designer molded fiberglass wet bar cabinet
- Bar fridge in wet bar complete with Molson draft beer equipment: 2-faucet Cobra Tower
- Yacht headliner upgrade

For more information on  
Twin Anchors and Molson  
Canadian visit:

[www.twinanchorsmfg.com](http://www.twinanchorsmfg.com)  
[www.molsoncanadian.ca](http://www.molsoncanadian.ca)