



[Home](#) > [Stories](#) > [Contest](#)

[EMAIL THIS](#) | [PRINT THIS](#)

Schaumburg Woman Discovers it Pays to Dine at Houlihan's

By: fishmanpr

05/07/09 10:19 AM 33 hits

Corinne Potvin doesn't usually give out her real phone number to anyone who asks, but on a whim at a Houlihan's restaurant in Schaumburg, a server persuaded Potvin to provide her digits for a sweepstakes entry that landed her \$5,000.

"I'm usually very skeptical of all the contest and sweepstakes entries that promise thousands of dollars with no strings attached, so it's ironic that I actually wrote down my real phone number," Potvin said. "When Houlihan's called me to tell me I won \$5,000, I was still in shock; I've never won this much money."

On May 7, Potvin will visit the Schaumburg Houlihan's, located at 1901 E. Golf Rd for the third time ever to receive the \$5,000 check for winning the grand prize of the restaurant's Dowwie Wowwie promotion.

Potvin's fortune was sealed on February 15, 2009 when she and her boyfriend decided on a whim to dine at Houlihan's for a belated and fiscally-responsible Valentine's Day meal. Potvin never thought her club sandwich would pay off with great dividends during one of the lowest points in the Dow Jones Industrial Average.

"The \$5,000 gives me a small sense of security as I see many people struggling to find jobs and pay their bills," said Potvin. "I'm going to put some money in savings, pay off some bills, but I'm going to treat myself as well."

Potvin is the grand-prize winner of Houlihan's restaurants' Dowwie Wowwie promotion, an initiative that gave away free donuts if the Dow was up, and a free appetizer valid on the guests' next visit if the Dow was down. The promotion ran from February 9 through February 27 at select Houlihan's locations across the country.

"We are always trying to tap into America's conscious, and right now it's the economy above all. The Dowwie Wowwie resonated with consumers and added a little lightheartedness to these gloomy times," said Jen Gulvik, Houlihan's Vice President of Marketing. "We are happy that someone like Corinne won the \$5,000 savings bond and the prize can be a bright spot during this time."

About Houlihan's

Established in 1972, Houlihan's is a progressive concept that bridges the gap between fine dining and what people have come to expect from casual dining, priding itself on style and quality appropriate for any occasion, any day of the week. Houlihan's offers guests an inviting atmosphere, eclectic menu and energetic bar environment with creative, diverse drink offerings. Inspired by fare around the globe, Houlihan's crafts dishes made from scratch with assertive flavors, offering a unique culinary experience. Currently, 109 Houlihan's restaurants operate throughout the country, 70 of which are franchised, and company executives estimate approximately 30 new locations will open in the next two years. Houlihan's is owned by Houlihan's Restaurants, Inc. of Leawood, Kansas, a pioneer in the full-service, casual dining industry that developed and owns several restaurant concepts comprising of approximately 125 locations from coast to coast, including Bristol Seafood Grill and Bar/ J. Gilbert's Wood-Fired Steaks.

###

POST YOUR COMMENTS

REPORT INAPPROPRIATE CONTENT

WOULD YOU LIKE TO POST A COMMENT? IF SO, PLEASE LOGIN OR IF YOU ARE NOT A MEMBER REGISTER HERE