

For Immediate Release

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CABELA'S MWC STARTS THE EAST DIVISION IN DETROIT RIVER ~ PRESENTED BY MOTORGUIDE

April 6, 2010 Minnetonka, MN – Big waters and big fish are on the horizon for the next **Cabela's Masters Walleye Circuit** tournament. Heading back to familiar territory, the East division anglers return to Detroit River for the fifth time in seven years. Scheduled for April 17th and 18th, the weigh-ins will be held at Elizabeth Park in Trenton, Michigan starting at 3:00pm (EST). Weigh-ins are free to attend and the public is welcome. This tournament is being filmed for television by North American Media Group to air on the **VERSUS** Network. Tournament coverage will air twice on **VERSUS** in May. Catch the premiere on Monday May 17th at 10:30am (EST) or watch the re-air Tuesday May 18th at 12:30 PM (EST).

Currently 98 teams have signed up to compete making a total purse of \$50,960 paying 19 places with first place at \$15,250. Sponsor contingency bonuses could add another \$3,700 and big fish will most likely bring in an estimated \$4,000 for a total purse nearing \$58,660.

Sponsor bonuses are planned as follows:

- **Cabela's Angler Cash** of \$500 or \$1,000. Full details can be found at www.cabelas.com/anglercash.
- **Ranger Boats** offers \$1,000 in **Ranger Cup** for the top finishing **Ranger Cup** qualifier.
- The **Oxygenator/U2** offers a \$200 bonus for teams using U2 in the livewell.
- **Lowrance HDS** unit owners are competing for a \$500 bonus.
- **Berkley Premier Team** top three teams cashing in \$500, \$300 and \$200 respectively in Cabela's gift cards. Plus, the first two rounds of the bracket competition will kick off.

Reigning World Walleye Champions and Team of the Year Matt Davis (Marion, OH) and Dan Gies (Huron, OH) look forward to picking up where they left off. Davis shares, "It's always great to get back out on the water and for the East division which means the Detroit River and Lake Erie. Coming off of our successful year in 2009, we can't wait to get our division started!" Gies adds, "There should be a lot of big fish brought to the scales and with the growth in the East this season – the field is very competitive. It will take two consistent days to finish near the top of the standings."

Tournament Director Dan Palmer cannot wait to see the big walleyes brought on stage. Palmer says, "Lake Erie and Detroit River are known for producing large fish – this year will be no exception. To be 'In the Money' you're looking at sixty plus pounds over both days. The East division competition is going to be fantastic this year and I can't wait to see how it all turns out!"

The **Cabela's MWC** has always encouraged families to fish together, whether in a tournament setting or just for fun. National Professional Angler's Association and MWC anglers will put on a Youth and Family Fishing Clinic immediately following the weigh-in on Saturday. Anglers assist with teaching kids the basics of fishing and sponsors will be providing rods, reels, and tackle for kids to take home.

Included in each **Cabela's MWC** entry fee is a \$15 donation to the local walleye conservation fund. This money is given to the community or walleye club to use towards fishery enhancement projects. The Downriver Walleye Club will receive the money from this tournament to use towards enhancing the fishing on the Detroit River. Since its inception 26 years ago, the **Masters Walleye Circuit** has donated hundreds of thousands of dollars to local communities to help improve their fisheries.

The entry fee for Detroit River is now at \$750 until Monday, April 12th when registration closes at Noon (Central).

Check out the rest of the 2010 **Cabela's MWC** schedule:

Central

June 5 & 6 – Oshkosh, Wisconsin (Lake Winnebago) combined with Cabela's NTC
September 11 & 12 – Escanaba, Michigan (Bays de Noc)

East

April 17 & 18 – Trenton, Michigan (Detroit River / Lake Erie)
June 18 – 20 – Sandusky, Ohio (Lake Erie)
August 6 – 8 – Au Gres, Michigan (Saginaw Bay)

West

May 8 & 9 – Mobridge, South Dakota (Lake Oahe)
August 21 & 22 – Devils Lake, North Dakota (Devils Lake)
September 18 & 19 – Webster, South Dakota, (Waubay Lake)

Championship

October 14 – 16 – Prairie du Chien, Wisconsin (Mississippi River – Pools 9 & 10) Invitation Only

The **Cabela's Masters Walleye Circuit** is the longest running professional walleye tournament circuit in the United States and now in the 26th year of operations. For more information on the **Cabela's MWC**, visit: www.masterswalleyecircuit.com. Questions – email: events@masterswalleyecircuit.com or call: 877-893-7947 extension 4.

Cabela's, the world's foremost outfitter for hunting, fishing and outdoor gear, is in their ninth season as title sponsor of the MWC. Official sponsors of the MWC include: **Mercury, Ranger Boats, MotorGuide, Lowrance, Fishouflage, Berkley, Versus (Vs.) Television Network and North American Fishing Club.** Associate Sponsors include: **Abu Garcia, Fin-tech, O₂ Marine Technologies, Northland Fishing Tackle, 3-IN-ONE No Rust Shield, Ryjus and Reflections Printing.**

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