

*For Immediate Release*

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## CABELA'S MASTERS WALLEYE CIRCUIT (MWC) HEADS TO SPRING VALLEY, ILLINOIS – PRESENTED BY MERCURY

March 15, 2010 Minnetonka, MN – Walleye anglers across the upper Midwest are gearing up for the first professional walleye tournament of the 2010 season – the **Cabela's Masters Walleye Circuit** slated for March 27<sup>th</sup> and 28<sup>th</sup>. This year marks the 24<sup>th</sup> consecutive year the **Cabela's MWC** has held the circuit opener on the sauger capital of the world, the Illinois River. The weigh-in will be held at Barto Landing in the downstate Illinois town of Spring Valley. Currently 118 teams have signed up to compete making a total purse of \$61,360 paying 23 places with first place at \$16,800. Sponsor contingency bonuses could add another \$3,700 and big fish will most likely bring in an estimated \$4,500 for a total purse nearing \$70,000. This tournament is presented by Mercury.

"Mercury is pleased to kick off another **MWC** season as the title sponsor of this Spring Valley tournament," shared Michelle Kilburn, Manager of Tournaments and Endorsements for Mercury. "The grass roots anglers that step up to the professional team environment of the MWC share the ideals of competitive angling with those of us at Mercury and we are proud to be a part of this annual event at Spring Valley."

The most common questions asked as the spring river event nears are about the water levels and clarity. According to Dan Palmer, Tournament Director of the **Cabela's MWC**, the river was in great shape a few days ago and took on a little rain the last few days. "The fishing was great right up until this weekend," shared Palmer. "It can get back to great conditions within a few days if the weather holds out." What will happen between now and tournament time? "Everything is up to Mother Nature from here on in," shared Bill Guerrini, Executive Director of the Spring Valley Walleye Club, host of the annual event. "For now we light candles and say a few prayers because we want it to be great throughout pre-fish and right through the tournament dates of Saturday and Sunday for the anglers."

The anglers are ready. "I wish it was today I am so ready to go," shared Bill Sutton of Lindenhurst, Illinois. He and partner Bill Vojak of Antioch, Illinois, will be team #1 for the Central Division in 2010 having earned the distinction as Central Division Team of the Year the previous season. Their teammates have pre-fished the Illinois River each of the last three weekends and the fish are cooperating. "We are excited to make the transition from hard water to soft water and get back in the boat," shared Sutton. "We're glad to see the entries picking up, too, with 118 teams. I think that is a response to the fee coming down to \$650."

Brand new anglers have signed up for the event, too. Ricky Perez, of nearby Depue, and his hunting and fishing buddy Leroy Buckley, of Bureau, have signed up for their first MWC. "In years past I watched friends and my uncle fish the MWC," shared Ricky, age 31. "I have wanted to fish it so badly but I was working weekends and could not manage time off. I was happy when my schedule changed and we could get in this year. I'm really excited to see how we do." New teams are still welcome to sign up.

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](http://www.cabelas.com/anglercash).
- **Ranger Boats** will continue to offer \$1,000 in **Ranger Cup** for the top finishing **Ranger Cup** qualifier.
- The **Oxygenator/U2** will offer 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. Plus, the first two rounds of the bracket competition will kick off.

The **Cabela's MWC** has always encouraged families to fish together, whether in a tournament setting or just for fun. "The NPAA is looking forward to another great year of youth events at all the MWC tournaments in 2010,"

stated Johnnie Candle, chair of the NPAA's Youth Committee. NPAA and MWC anglers assist with teaching kids the basics of fishing at these events. "The NPAA will provide t-shirts for the 'future pros' at each event," continued Candle. "The MWC and their sponsors will be providing rods, reels, and tackle as well. Both organizations have shown a big commitment toward introducing young people to fishing. That tradition will continue through 2010 and well into the future."

The entry fee for Spring Valley has jumped to \$750 until Monday, March 22<sup>nd</sup> when registration will close at Noon (Central).

#### **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 26<sup>th</sup> year of operations. For more information on the **Cabela's MWC**, visit: [www.masterswalleyecircuit.com](http://www.masterswalleyecircuit.com). Questions – email: [events@masterswalleyecircuit.com](mailto: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, O<sub>2</sub> Marine Technologies, Northland Fishing Tackle, 3-IN-ONE No Rust Shield, Ryjus and Reflections Printing.**

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