



Michigan Walleye Waters and Local Communities to Host World's Top Competitive Pro Anglers May 16-18

Saginaw Bay walleyes will take center stage in May. North America's best walleye chasers will join them during the Mercury Championship, presented by The Dow Chemical Company. Downtown Bay City, Michigan Veteran's Park (on the Saginaw River) will be home to the In-Fisherman Professional Walleye Trail fan-friendly sport-show, boat test rides, youth activities, stage ceremonies and celebrations May 16-18.

The 50 PWT qualifiers will compete on the river and bay, bringing their catches to the Park each afternoon. The Mercury Champion will net a Lund/Mercury walleye boat and cash for a total value of more than \$100,000. The second place pro wins cash and a Starcraft/Mercury walleye boat prize valued at \$41,000. All contestants win at least \$1,500.

The pros qualified by placing the highest during last season's tour. Leading the field is Wisconsin's Gary Parsons, who won the Johnsonville Angler of the Year title (\$25,000 cash plus \$10,000 from Mercury) by winning one tournament and placing among the top 10 at five of six events. His string of consecutive money finishes stands at nine.

With a guaranteed check at Bay City, he motors west to South Dakota, where he has won three tournaments on Lake Oahe. The 2008 tour then moves south to Bull Shoals, Arkansas, north to the Upper Peninsula at Sault Ste. Marie, Michigan, and concludes on the border river between Wisconsin and Minnesota – the St. Croix at Hudson, Wisconsin.

The contestants expect a tremendous Saginaw Bay "bite," with great fishing. The past several years have produced good walleye year-classes. Mark Gwizdala, Dow Chemical employee and regular touring pro angler is Championship chairman. "With all the volunteers, clubs and groups coming together, this is definitely the 'can't-miss' fishing and sport show event of the year," Gwizdala said. "The tremendous walleye population will have the guys – and the fans who come to see them – smiling."

He also said with the assistance of local companies like Dow Corning sponsoring the Sport Show, this event will showcase local businesses who want to demonstrate the latest gear, tackle, boats, GPS, electronics and related goods and services to walleye fans. "The Saturday, May 17 youth activities are really shaping up. "With Covenant Healthcare sponsoring the donation of 1,000 Shakespeare rods and reels and Plano tackle boxes to youngsters, the next generation of anglers will be prepared." Gwizdala said.

The PWT and Dow Chemical are bringing together a host of partners dedicated to the natural resources and the walleye community, including Fabiano Brothers, the Freeland and Bay City Lions clubs, Dow Corning, Coventry Healthcare, the Bay City Times, Bierlien Co., Consumers Energy, Sign Image, Citadel Media (Z93 & WIOG), the Bay City Convention and Visitors Bureau and Harpham Chiropractic. The pros will be guests of the Great Lakes Loons at Dow Diamond on May 15, with many fishing and baseball activities planned.

Championship contestants, stats, photos and other details are featured on the PWT web site, www.professional-walleyetrail.com. Updates will be posted regularly prior to and throughout the competition. The detailed schedule begins the weekend prior with the public welcoming the pros (meet them in person, see their rigs, and enjoy a meal). Other activities include a special VIP day with area residents purchasing a half-day of fishing with the pros.

Chairman Dr. Mike Harpham, 989-233-3048 still has space for a few more fishermen who want to see why the pros are so good. Several Detroit Lions football stars and former Detroit Red Wings players will also be on hand.

The PWT is an integral element of the In-Fisherman Communications Network headquartered in Baxter, Minnesota, and InterMedia, America's leading producer of targeted media. PWT promotional partners include: Berkley, Lowrance Electronics, Optima Batteries, Minn Kota, Realtree, Mercury, Lund Boats, Coleman, Outdoor Channel, Northland Fishing Tackle, The Dow Chemical Company, Starcraft, Fin-Tech Tackle, StowMaster, Reef Runner, Yo-Zuri Quality Lures, Smooth Moves Seat Mounts, Kwik Pfyf Mud Flaps, Yellow Bird Planer Boards, Allstar Graphics, Ram Mounts, Element Edge, Pflueger, Plano Tackle Systems, E-Cell, Cannon and Do-It Molds.



About Dow

With annual sales of \$54 billion and 46,000 employees worldwide, Dow is a diversified chemical company that combines the power of science and technology with the "Human Element" to constantly improve what is essential to human progress. The Company delivers a broad range of products and services to customers in around 160 countries, connecting chemistry and innovation with the principles of sustainability to help provide everything from fresh water, food and pharmaceuticals to paints, packaging and personal care products. More information about Dow can be found at www.dowinmichigan.com <http://www.dowinmichigan.com>



About In-Fisherman

For over thirty years, In-Fisherman has been the communications leader in the freshwater fishing industry through the integration of publications, television, radio, books, videos, fishing tournaments and the Internet. It is part of InterMedia Outdoors, a portfolio company of InterMedia Partners VII, L.P., a media focused private equity firm. In-Fisherman Publications include In-Fisherman and Walleye In-Sider magazines; plus five annuals, Walleye Guide, Catfish In-Sider Guide, Bass Guide, Ice Fishing Guide, and Pike & Muskie Guide. The In-Fisherman Library consists of over 19 educational fishing books and 95 instructional fishing DVD's and videos.

In-Fisherman Television airs 52 weeks a year on The Outdoor Channel, Outdoor Channel 2HD, Fox Sports Net, The Sportsman Channel, Wild TV Canada, and select broadcast markets. In-Fisherman Radio airs 6 days a week to over 420 stations nationwide. The In-Fisherman Professional Walleye Trail (PWT) is the nation's premier walleye tournament circuit. In-Fisherman's Web site can be found at www.in-fisherman.com <http://www.in-fisherman.com>