



FOR IMMEDIATE RELEASE

March 19, 2010

Alden B. Dow Museum of Science and Art presents:

What: Mark Martin, "The Original Champ": Seminar on the Fundamental Techniques of Walleye Fishing

When: Thursday, March 25 – 7 pm

Where: Garden Room, Midland Center for the Arts, 1801 W. St. Andrews Rd., Midland, MI 48640

Cost: \$8 general admission; \$5 members. Lecture attendees will be admitted to "WaterWorks" and all Museum exhibits for \$3.

Information: Call Ticket Office at (989) 631-8250 or (800) 523-7649 or www.mcfta.org

**MARK MARTIN, THE ORIGINAL CHAMP:
SEMINAR ON THE FUNDAMENTAL TECHNIQUES OF WALLEYE FISHING**

MIDLAND – "The Original Champ," walleye fisherman Mark Martin, will answer all your walleye fishing questions during an informal seminar on Thursday, March 25, at 7 pm in the Garden Room of Midland Center for the Arts, 1801 W. St. Andrews Rd., Midland. Presented in association with the Alden B. Dow Museum's exhibition of "WaterWorks: Soak Up the Science," the talk will include discussion on planer board techniques, bottom bouncer techniques, and other weight delivery systems as well as rod-and-reel line combinations that work for jigging, casting, and trolling. Also on the docket are plastic baits: learn when and how to use them effectively, as well as proper maintenance and care of crankbaits, jigs, rigs, and many other small but very important terminal gear that allow for proper and successful presentation of all methods. Mark travels extensively throughout the U.S. and Canada doing tournaments, TV shows, outdoor writer events, seminars, and teaching walleye wisdom. He also has published books and videos to help walleye aficionados get more 'eyes in the net. Cost is \$8 general admission; \$5 members. Lecture attendees will be admitted to "WaterWorks" and all Museum exhibits for \$3. For tickets or information call Ticket Office at (989) 631-8250 or (800) 523-7649 or www.mcfta.org. www.markmartins.net

The Alden B. Dow Museum of Science and Art (ABDM) celebrates discovery, creativity and individual expression through art, science and the interplay between them. Exhibitions in the Museum, classes at the Museum School, multiple outreach programs, a permanent collection and various special events are all components in the ABDM programming.

Midland Center for the Arts, Inc. is a non-profit, tax-exempt corporation formed under the laws of the State of Michigan incorporating six groups: Alden B. Dow Museum of Science and Art, MATRIX:MIDLAND, Midland County Historical Society, Midland Symphony Orchestra, Music Society and Theatre Guild. Activities at Midland Center for the Arts are supported in part by the Michigan Council for Arts and Cultural Affairs, a partner agency of the National Endowment for the Arts. For the latest Center news, visit our web site at www.mcfta.org.

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