



ON THE MARK
ARCHERY

PRESS RELEASE:

March 09, 2018

Charles River Museum of Industry and Innovation

Waltham, MA

“I had never handled a proper bow before in my life and was near the bull's eye fairly regularly within ten shots. Such is the quality of the personal instruction from Mark Pirrello and his team at On the Mark Archery. My colleagues and I were sharing belly laughs and relishing the challenge of friendly one-upsmanship as we tested ourselves against the challenging new skill of archery, something none of us had ever done before and really broke us out of our daily routines. Such was the refreshing quality of the entertaining, expansive experience of archery for our team. I enjoyed myself more than I expected.”

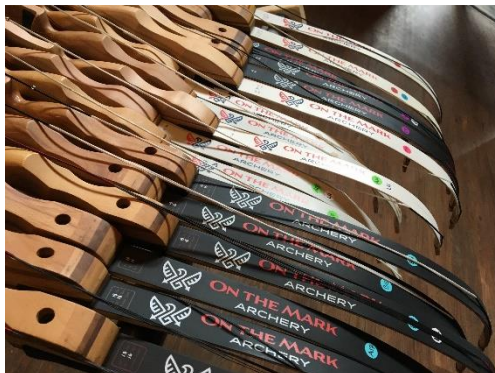
- Robert A. Perry, Executive Director at Charles River Museum of Industry and Innovation

It is not every day you see an archery program indoors, but a live, authentic one setup inside the 'Engine Room' at the Charles River Museum of Industry and Innovation in Waltham, MA last Saturday, March 3, 2018 - no way?!

The site itself is named as the first integrated factory in America according to the National Register of Historic Places. Mills were very common at this time in American history, but Francis Cabot Lowell was the first to incorporate all aspects of his cotton fabric manufacturing from the raw production to the final product, a forward way of thinking that allowed the company to grow and prosper ahead of its time.



Having frequently offered new and exciting events to engage the community and give them experiences they might otherwise would not have had, the Charles River Museum of Industry and Innovation coordinated with On the Mark Archery to host a test series of small group accelerated classes open to adults and youths. The program sold out before the event and an additional training session was scheduled to accommodate the ever-increasing number of signups. [#ArcheryAtTheMuseum](https://twitter.com/ArcheryAtTheMuseum)



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