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PRESS RELEASE

For Immediate Release

Contact:

[Steve Hansen](#)

Director of Marketing

Minimizer

(800) 248-3855

Louisiana trucker wins Minimizer contest during Truck Driver Appreciation Week

(Blooming Prairie, MN September 2017) - Mike Atwell wasn't sure what to make of the situation.

"I never win anything," Atwell said, laughing.

But the owner-operator from Iowa, Louisiana wasn't dreaming. He really did win Minimizer's Comfort Package giveaway on the company's [Facebook](#) page.

"I still can't believe it," Atwell said.

As part of Truck Driver Appreciation Week, Minimizer gave away a [Long Haul Series Seat](#), [Long Haul Series Mattress](#), and set of [Custom Molded Floor Mats](#), a package valued at over \$3,000.

"I just put an \$800 seat in my Peterbilt about three months ago, and I just noticed I got some foam falling out the bottom of it, so I'm really excited about the Long Haul Series Seat," Atwell said.

This isn't the first time [Minimizer](#) has rewarded its customers.

The company held the 30th Anniversary Sweepstakes in 2014, giving away \$15,000 to a fleet and \$15,000 to an owner-operator.

"Without customers, we don't have a company," Minimizer CEO and Chief Visionary [Craig Kruckeberg](#) said. "Truck drivers are the backbone of this industry, so we just wanted to do something special for them during Truck Driver Appreciation Week."

It's safe to say that the company has made a lifelong fan out of Atwell.

"I will definitely buy Minimizer, for sure," Atwell said.



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About Minimizer

Leveraging more than 30 years of manufacturing expertise at its state-of-the-art manufacturing facility in Blooming Prairie, Minnesota, Minimizer is not just the leader in poly semi truck fenders: *We invented the category.* Minimizer poly fenders and integrated bracket kits are nearly indestructible and are guaranteed for life.

Our research and development team constantly “tests and tortures” each of our products to make sure what goes *on, in or is used to fix the truck* meets the rigors of our tough industry.

We also manufacture industry-leading light kits, mud flaps, tool boxes, tire masks, work benches and other accessories. Our most recent innovations include the **ONLY** Custom Molded Floor Mats in the world for semi trucks, the revolutionary ‘whole body’ Minimizer Truck Seat System, and the recently released Long Haul Series Mattress.

Minimizer has been family owned and operated for three generations. The company manufactures its products in the USA and makes everything tough enough to please tough people in a tough industry.

For more information or to [contact a Minimizer distributor](#), call us at (800) 248-3855 or visit our website or email us at info@minimizer.com.