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PRESS RELEASE

For Immediate Release

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Minimizer donates youth bikes, helmets for 3rd annual Bike Rodeo

(Blooming Prairie, MN April 2018) – For the third straight year, [Minimizer](#) is helping supply kids with the necessary equipment to ride a bike.

“There’s nothing better than seeing all the smiles on kids faces,” Minimizer CEO and Chief Visionary [Craig Kruckeberg](#) said.

Minimizer, along with [KIK Marketing](#), the [Blooming Prairie Youth Club](#) and the Blooming Prairie Police Department, hosted a Bike Rodeo last weekend. Children of all ages brought their bikes out to Minimizer’s corporate headquarters for some fun and games, and they didn’t leave empty-handed.

“Each kid will receive a brand-new bike helmet, courtesy of Minimizer,” Kruckeberg said. “They’re really excited.”

“All the officers love children, and we love to be able to help in any way possible. Our children come first and we want nothing more than to keep them safe,” Blooming Prairie police chief Greg Skillestad said. “It’s great to have Minimizer here to support the kids in our community as well as the [BP Police Department](#).”

Minimizer also donated 12 youth bikes and \$3,000 to the BP Police Department to help organize the Bike Rodeo.

“We had 74 bikes registered and 64 kids signed up to win one of the 12 bikes,” Skillestad said. “Minimizer continues to make this possible every year. Without their support, we wouldn’t be able to make this as great as it is.”

“It was a really great day,” Kruckeberg said. “Any time you can help this community, especially the kids, you have to do it.”



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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.