Minn Kota®’s “Anchor Down with Talon Rewards” Offers Bonus Money for Tournament Anglers

March 2014

Racine, WI - Minn Kota is excited to announce “Anchor Down with Talon Rewards” – a contingency program for grassroots tournament anglers who own and use a Talon shallow water anchor during competition. The program provides competitors the opportunity to win $250 to $1,000 at sanctioned events on multiple tournament trails.

“Minn Kota has supported large, regional and smaller tournaments for numerous years,” said Brad Henry, Minn Kota/Talon product manager. “This program is designed to go further and directly reward the anglers who trust and support our Talon shallow water anchor.” Unlike some contingency programs, “Anchor Down with Talon Rewards” guarantees a payout at each selected event no matter what the place finish. A cash payout will be awarded to the highest placing angler among participants who own a Talon and pre-registered for the program. At many of the events, the angler can win an additional cash bonus for winning the tournament.

The following tournament trails will be offering the “Anchor Down with Talon Rewards” this season: Oakley Big Bass Tour (14 events), Bass Champs (27 events), Crappie USA (16 events) and HT Redfish Series (Championship only – one time payout $1,000).

Minn Kota plans continued sponsorship and expansion of its Talon Rewards program in the coming seasons.

For more information visit http://www.minnkotamotors.com/TalonRewards, contact Minn Kota, P.O. Box 8129, Mankato, MN 56002, or call 800-227-6433.

Johnson Outdoors Marine Electronics, Inc. is a wholly owned subsidiary of Johnson Outdoors and consists of the Minn Kota®, Cannon® and Humminbird® brands. Minn Kota® is the world’s leading manufacturer of electric trolling motors, as well as offers a complete line of shallow water anchors, battery chargers and marine accessories. Cannon® is the leader in controlled-depth fishing and includes a full line of downrigger products and accessories. Humminbird® is a leading global innovator and manufacturer of marine electronics products including fishfinders, multifunction displays, autopilots, ice flashers, and premium cartography products.