



Sheldons', Inc., 626 Center St., Antigo, WI 54409-2496

MEDIA RELEASE

For immediate use

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Mepps Makes Squirrel Tail Recycling Easy

Mepps, manufacturer of the World's #1 Lure, continues to ask hunters to save their squirrel tails. The tails are used to dress the hooks of Mepps, the original French spinner.

Mepps has been buying fox, black, and grey squirrel tails for more than three decades, and will pay up to 26 cents each for tails, depending on quality and quantity. The cash value is doubled if the tails are traded for Mepps lures.

"Hundreds of other materials, both natural and synthetic, have been tested," says Jim Martinsen, Mepps spokesman, "but few materials work as well. Mepps is only interested in recycling tails taken from squirrels that have been harvested for the table," Martinsen stresses. "We do not advocate taking squirrels strictly for their tails."

Mepps web site is: www.mepps.com. To receive a current *Mepps Fishing Guide* featuring all of the details on the Mepps Squirrel Tail Recycling Program, a wealth of fishing tips, and to see the entire line-up of Mepps products, either visit our web site or call 800-713-3474. Mepps, 626 Center St., Antigo, WI 54409-2496.

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Please note: It is illegal to sell squirrel tails in CA, ID, OR, & TX