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FOR IMMEDIATE RELEASE

Avid Releases the Ultimate Turkey Hunting Combo
Plymouth, Minnesota

Avid Design™, a brand focused on turning core outdoor enthusiast insights into innovative products, introduces The Turkey Tool and Toter Sheath – a multi-tool and sheath designed specifically for turkey hunters. The Turkey Tool (MSRP: \$39.99) combines 12 of the most common tools used by turkey hunters into one compact ergonomic frame.

Avid's design team saw the need of 3 million turkey hunters when it came time to lug all of their gear and their Tom in and out of the field. "The Turkey Tool gives turkey hunters the chance to essentially carry the majority of their tools on their belt," claims Bob Meinert, Avid Product Manager and Avid turkey hunter. "There is really no tool like it on the market in the sense that it is built specifically for the turkey hunt, and we were able to get really creative with the first-of-its-kind Toter Sheath for carrying your turkey out of the woods."

The Toter Sheath not only keeps the Turkey Tool close on a belt, but also converts to a safety blaze orange strap that can be attached to a turkey's legs, hooked to the Turkey Tool's rubber grip frame, and thrown over the hunters shoulder making toting a turkey out of the woods easy and comfortable. The Turkey Tool comes equipped with a brush and game saw for clearing branches while setting up a blind. The saw can also pair up with the Turkey Tool's drop point blade for field dressing a turkey. It's beard and spur ruler eliminated delayed gratification allowing you to measure the Tom right in the field. Avid's patent pending Universal Choke Wrench makes another appearance on the Turkey Tool to help swap out shotgun choke tubes from 10 gauge to .410. Also included is a pin punch to take down trigger assemblies in order to keep guns in top shape.

Find out more about the Turkey Tool and watch product demonstration @ <http://www.turkeytool.com>

About the company: Avid Design develops products that enhance the experience of enthusiasts. By constantly mining for insights from hard-core enthusiasts, Avid uncovers unmet needs and new ideas. Avid turns those insights and ideas into innovative products that solve real world problems for consumers. Avid is committed to fresh design and high utility while maintaining affordability in every product. To learn more about Avid Design and its other innovative products go to: <http://www.aviddesignco.com>.

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