

Exmark Launches “Take Back Your Weekends” Video Contest



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Beatrice, Neb. – [Exmark](#) has announced the launch of its “Take Back Your Weekends” video contest, a unique user-generated content initiative that will enable the mower manufacturer to reach and impact consumers in a unique and meaningful manner.

Addressing the universal consumer challenge that is a lack of time, the contest welcomes interested consumers to create and submit a video depicting how they would take back their weekends if more free time for hobbies and leisure pursuits was available.

Backed by a robust, multi-media advertising campaign running nationally throughout the spring and summer months, the contest’s video hub—www.exmark.com/weekends—will be open for submissions from **April 1 – June 30, 2015**, as well as house a wealth of entertaining and educational branded video content.

Eighteen contest winners will be chosen to receive prizes ranging from an [Exmark Lazer Z X-Series mower](#), dream fishing trip with bass fishing superstar, [Mike Iaconelli](#), and an Augusta, Georgia, golf and spa experience, to high-quality hunting, fishing and golf-related gear. The contest’s prize packages are provided by industry-leading brands such as Abu Garcia, Berkley, Buck Knives, Grime Boss, Nikon, Rapala, Realtree, ScentLok and VMC.