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MN TRU NORTH OFFERS RECREATION FUN

May 13, 2022

By Heather Rule

Otter Tail County, like Minnesota as a whole, is the water. From lifejackets to jet skis, snowboards to sleds, visitors to the Perham area can find what they're looking for when it comes to their outdoor recreation fun and rental needs at [MN Tru North](#).



MN Tru North is located on Main Street in downtown Perham.

NEW TO PERHAM

The new business opened in June 2021 at 200 West Main Street in downtown Perham. MN Tru North sells and rents a variety of items for all seasons of outdoor activities. The business provides many items and brands for locals and visitors alike to help create their own memorable and exciting outdoor experience. "The primary reason for choosing to open MN Tru North was because it's different than any other business in town," said Becky Hoefs, who owns the shop with Shane Hoefs. "We wanted something different, something that would allow us to contribute to the community in a unique way."

MN Tru North has outdoor recreation equipment and rentals for every season. The store in Perham has definitely done just that. Becky Hoefs, who grew up on a lake in Perham, enjoys feeling useful to the Perham and surrounding areas.

Becky Hoefs has always had a love for the lakes. She moved away for a few years to attend college and earned her bachelor's degree in business management. Being away for even a relatively short time like that made Hoefs realize how much the community of Perham means to her. "Once my husband and I found the right time to move back, we did," Becky Hoefs said. "And it has been great ever since."

Becky Hoefs and her family now live on a lake again. She sees an area filled with many waterfront properties, resorts and vacation rentals. With that in mind, she said she recognized the need to provide the area's residents and visitors with lake necessities and watersports supplies. She also saw a need for sporting goods during the winter months. "There were just no options to buy these things locally," Becky Hoefs said.

IN-STORE AND ONLINE

Anything and everything lake-related can be found at MN Tru North during the summer. The shop offers water skis, towable tubes, knee and wakeboards, floaties, goggles, life jackets, swimwear, sunglasses, sunscreens, rafts, paddleboards and much more.

One of the most popular items MN Tru North offers? Life jackets, Becky Hoefs said. "Kids grow, visitors forget to pack them," Becky Hoefs said. "For whatever reason, our life jackets were extremely popular throughout the summer." Customers can also rent pontoons, jet skis, water trampolines, paddleboards and kayaks.

All of the items available to rent can be found online at MnTruNorth.com. The company offers an online booking system for rentals, and delivery is available, too.

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