Media Contact:
Rajira Hernandez, CGPR
rajira@cgprpublicrelations.com
781.639.4924 x118

NITE IZE DEBUTS LIFE'S ADVENTURE KITS
Experiential Boxes Enhance Consumer Engagement

BOULDER, Colo. (June 18, 2019) – Nite Ize®, a leading manufacturer of innovative solution-based products, today introduced **Life's Adventure Kits**, experiential boxes containing an assortment of Nite Ize products specifically curated for do-it-yourselfers, fitness buffs, outdoor adventurers, pet owners, tech fans, and sportsmen. Available online for $88.14--$268.45, Life's Adventure Kits are designed to enhance customer experiences through introductions to Nite Ize products that organize your life, protect your gear, light your way, and creatively solve your everyday problems.

Box delivery models have proven fertile ground for businesses interested in attracting new and loyal customers and introducing products specifically targeted towards consumer tastes. With more than 500 products spanning mobile, hardware, lights and accessories, Nite Ize is primed to introduce a branded suite of tailored boxes containing many of its award-winning and innovative products, including Steelie mobile mounting systems. Each kit contains a collection of accessories from travel gear and mobile accessories to tie-down straps, flashlights, LED safety items, pet products, and more.

"We recognize that life is filled with all types of adventures, from home improvement projects to camping with friends," said Brenda Isaac, VP of marketing. "Through Life's Adventure Kits, we are able to showcase curated collections of Nite Ize products that make every adventure easier, safer, and more fun."

Initially, Nite Ize will unveil six (6) Life's Adventure Kit options designed for adventurers, DIYers, fitness fanatics, pet owners, sportsman and tech gadget gurus. As part of its personalization effort, Nite Ize has also developed mini videos for each kit, depicting the ways in which included Nite Ize products can be used to enhance customer experiences and solve everyday challenges. To further build the relationship between brand and customer, Nite Ize is also encouraging fans to share personal experiences and highlight go-to Nite Ize products via Instagram by tagging #LifesAdventureKit for entry into a monthly adventure kit giveaway.

Products contained within each kit:

- **Adventurer Kit:** INOVA STS PowerSwitch Rechargeable Headlamp, NiteGem LED Luminary, Flashflight Light Up Flying Disc, and more.
- **Do-It-Yourself Kit:** INOVA T4R Rechargeable Flashlight, Dual CamJam Tie Down System, Gear Tie Assortment Pack, and more.
- **Fitness Kit:** SpokeLit LED Wheel Lights, HandleBand Smartphone Bar Mount, Radiant 125 Rechargeable Bike Lights, TagLit Magnetic LED Marker, and more.

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- **Pet Lover Kit:** NiteHowl Rechargeable LED Safety Necklace, SpotLit Collar Light, S-Biner TagLock, Huck 'N Tuck Glowstreak Collapsible Thrower + LED Ball, and more.
- **Sportsman Kit:** Steelie Dash Kit Plus, Traveler Drink Holster, DoohicKey FishKey, Gear Tie Assortment Pack, and more.
- **Tech Fan Kit:** Steelie Dash Kit Plus, Gear Tie Cordable Assortment Pack, Financial Tool RFID Blocking Wallet, FlipOut Handle + Stand, and more.

About Nite Ize
Founded in 1989 and headquartered in Boulder, Colorado, Nite Ize designs, manufactures and globally distributes innovative, inventor-driven products that creatively solve everyday challenges. Recognized as the creator of the first universal headband-mounted flashlight and the leading hands-free mobile mounting system (Steelie®), Nite Ize today catalogs more than 500 products across various channels including: Mobile, Hardware, LED Lights + Accessories, Bike + Fitness, Pet, Games + Fun, and Travel. Led by original founder Rick Case, Nite Ize team members are passionate about their products, customers, partners, and the environment in which they live. In 2019, the company celebrates its 30th anniversary. For more information, visit NiteIze.com.

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