

*The following press release was created for a fictitious client to showcase for use in my writing samples. If you have questions or would like me to draft a stellar press release send me a message at [christie@christietempleton.com](mailto:christie@christietempleton.com)*

## **FOR IMMEDIATE RELEASE**

### **SharkNarc Anti-Shark Warning Device Announces Next-Generation Product Line**

**MALIBU, CA, September 15, 2014.** Makers of the SharkNarc anti-shark warning device for surfers and watersports fanatics announced today the release of their next-level generation of products for 2015. Expected early January 2015 retailers will have available 4 new styles of SharkNarc devices including smaller sizes designed for women and children. In addition to the new sizes, new vibration features has been added to the current audible shark alarm.

Designed to detect electro-magnetic impulses emitted by large man-eating sharks such as the Great White, the original SharkNarc features a single sized device that straps to the ankle and emits a sound when a shark is within 50 yards of the wearer. The original style poses the problem of falling off of smaller swimmers and also is not audible when the wearer's foot is under water. With the new generation size options and vibration features the manufacturers report that beta testers are feeling the improvements.

"We are expecting this device to continue to reduce the number of shark bite incidents," Vanessa Smith from the Marina Del Rey based coast guard unit who has worked with SharkNarc to beta test the new devices with her team. "Since the initial release of the original SharkNarc we saw over 47% reduction of shark bites and an 82% reduction of shark bite related deaths across the country. We expect to see a further reduction in shark bite incidents and deaths with these new devices, so naturally we are excited the release in January 2015."

The largest challenge the Coast Guard, life guards and surfers have expressed is the non-use of the device among those who either feel they don't need the device due to the confidence in their abilities, or the disbelief that they will not be a victim regardless of their swimming abilities. Also challenging to the use of this life saving tool is surfers who feels they cannot afford to buy the devices. SharkNarc is hoping that they can continue creating awareness about how life-saving their device is and the value in wearing it, and is working with local governments to make their devices available to those who cannot afford it through community programs and sponsored gifts and donations of SharkNarcs to community groups.

#### **Contact:**

To learn more about the product release contact Janet Marks at 1-310-555-1000 or email [jackiem@sharknarc.com](mailto:jackiem@sharknarc.com), or visit the website at [www.sharknarc.com](http://www.sharknarc.com).

#### **About SharkNarc:**

SharkNarc is manufacturer and distributed by Better Watersports Inc. Started in 2007 by two Venice Beach surf brothers Paul & Corey White, this company has based their headquarters in Van Nyes California, where the SharkNarc devices are designed and manufactured in their own facilities both in US and in China.