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Oct. 16, 2008

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**AS DAYS GET SHORTER, RUNNERS AND CYCLISTS MUST UTILIZE  
REFLECTIVE GEAR TO INCREASE MOTORISTS' VISIBILITY***Nathan offers line of cleverly-designed reflective vests and accessories to keep athletes safe*

**(SHARON HILL, Pa.)** – Prior to going out for a run or ride, many runners and cyclists perform a quick mental inventory checklist that usually includes comfortable shoes, proper technical apparel, and a hydration pack. While these items are all necessary to ensure a productive outing, one important and potentially life-saving accessory can often get overlooked.

**Reflective gear** – accessories that increase motorists' visibility of the object the gear is attached to – can come in a variety of forms, ranging from runners' vests to wristbands, L.E.D. lights, and stickers. These items are especially important in the fall months, when pedestrian accidents are highest, and daylight saving time ends, leading to decreased amounts of daylight. Factor in the recently-passed Bike Commuter Act, which was included in the bailout bill and offers incentives to employers who provide bike-friendly accommodations for employees as a way to encourage bike commuting to work, and more bikers and runners could be on the road than ever before.

Nathan Sports, an industry leader in technical hydration equipment and accessories, uses elite athletes and knowledge to develop the best and safest products in reflective gear for athletes. Nathan hopes that by offering products that are both clever in design – such as reflective striping on handheld water bottles – and less garish than other reflective products currently on the market, any athlete taking to the road for the first or the hundredth time will make reflective products a mandatory accessory.

“The only thing more important to us than improving an athlete's performance is improving their safety,” says Megan Russell, vice president of marketing and sales for Nathan, as well as an avid runner and cyclist. “Many runners and cyclists, particularly beginners, overlook wearing reflective accessories, and we've made a conscious effort to educate both our athletes and retailers about the importance of wearing reflective gear. It should be an essential part of the apparel of any athlete who plans to share the road with motorists, as it can provide an increase of up to several hundred feet in visibility, giving motorists extra time to detect and avoid athletes.”

Ranging in price from very inexpensive to the pricier and more technical, reflective gear can provide dramatic increases in visibility and reflectivity, alerting motorists to the upcoming presence of runners and cyclists who may take to the streets in the later and – darker – part of the day.

“When I’m commuting in low light conditions or racing through the night, being highly visible is very important to me because I’m not only a competitive cyclist, but also a husband and a father of two great boys, and that’s more important than racing,” says George Vargas, an avid cyclist who often trains and competes at night.

Vargas recently embarked on the Furnace Creek 508, a 48-hour continuous race that had cyclists pedaling to complete a 508-mile course through the mountains and deserts of Mojave and Death Valley. With over half of the race taking place without the benefit of full sunlight, Vargas wasted no time in stocking up on all types of reflective gear to ensure the safety of himself, as well as his support crew.

“Reflective gear isn’t just important for me, but for my crew as well,” Vargas adds. “No matter what you’re doing out on the road, reflective should be a mandatory accessory, day or night.”

While Vargas’ case may be extreme, his consistent use of reflective accessories is a habit that all cyclists and runners should pick up. For those athletes not sure of what type of reflective to use, or what may be best for the activity he or she does, below is a quick rundown of some reflective basics:

- **Reflective vests:** Worn over a shirt, most reflective vests are lightweight and feature reflective patches. Some vests also include built-in L.E.D. vests. The **Flash**, Nathan’s newest reflective vest, is a form-fitting, ultra-stretchy Lycra Blend that comes in a unique shape to provide athletes with a full range of motion. Designed to work with compression garments, the Flash comes in two different sizes, SM/MD and LG/XL, and two different colors, grey and yellow. The Flash retails for \$30.
- **Wristbands/anklebands:** Remember the snap bands popular with children in the 80s? They live on in the reflective world, and can be used on the wrist or ankle. Some wristbands take features one step further, incorporating built in L.E.D.s, and small, zippered pockets for small essentials. Some bands use a Velcro closure, while others snap into place around the wrist or ankle.
- **Reflective stickers:** Adhesive stickers that can come in a variety of colors and shapes. Great for use on helmets, bikes, shoes and blades.
- **Reflective tape:** Self-adhesive tape that is applied to non-reflective clothes to add reflectivity.
- **Nathan’s Bike Commuter Kit:** In response to the rising number of bike commuters, and subsequent road accidents and injuries, Nathan developed this pre-made kit featuring reflective essentials for any cyclist. The kit includes reflective stickers, a Reflex wristband, an L.E.D. strobe light and Nathan’s Power Shower Wipes, which is perfect to use after a morning commute and before going into the office. The kit retails for \$19.99.

In addition to these accessories, many running and cyclist-specific technical apparel and shoes come already specially made with reflective. Regardless of which items athletes choose to use,

the benefit remains the same – a greater likelihood a motorist will see the athlete on the road before it is too late.

For more information on reflective accessories, the Bike Commuter Kit, or Nathan Sports, please visit [www.NathanSports.com](http://www.NathanSports.com) or contact Ellen Cassidy at [ecassidy@penguinbrands.com](mailto:ecassidy@penguinbrands.com) or 610-537-8828.

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### **About Nathan Performance Gear**

Based in Sharon Hill, Pa., Nathan Performance Gear™ is a subsidiary of Penguin Brands Inc. Nathan Human Propulsion Laboratories are committed to redefining the very notion of what is humanly possible. Unlike most companies' new products that are born in the boardroom, Nathan's labs are the beautiful and grueling terrain in which we compete. Our hydration and nutrition systems, running paks, accessories, and reflective gear are all engineered for the impossible. For more information, visit [www.NathanSports.com](http://www.NathanSports.com).