

FOR IMMEDIATE RELEASE



Stay Cool This Summer with New coolgearcan™ from Cool Gear International

Beverage can revolutionized with double-wall insulation and spill-proof technology

PLYMOUTH, MASS. (May 22, 2013) – In time for the hot days and fun outdoor activities of summer, Cool Gear International, [a global leader in housewares and hydration products](#), today announced the launch of its new **coolgearcan™** to help keep beverages refreshingly cold. Inspired by the popular aluminum can shape and driven by the company's commitment to sustainability and healthy living, the **coolgearcan™** is a double-wall insulated beverage container with a spill-proof sliding closure, created for the on-the-go lifestyle. Reusable and 100% BPA-free, Cool Gear International's new beverage container can easily be filled with a drink of choice and is designed to reduce the millions of tons of aluminum waste that end up in landfills yearly. The new **coolgearcan™** is available for purchase now at CVS stores nationwide; it will be available online at www.coolgearinc.com beginning in late summer, and at Walmart and Bed Bath & Beyond in July.

"We successfully led the industry revolution of the on-the-go drink container with our Eco2Go Chillers™, and we wanted to build on that innovation to bring the aluminum can into the 21st century," said Donna Roth, president/CEO of Cool Gear International. "The reusability and patented technology of our new **coolgearcan™** supports our mission to inspire a healthier and happier lifestyle and allows consumers to 'rethink their drink.'"

Available in more than 50 trend-driven designs, including peacock and owl styles, the **coolgearcan™** comes in a 16 oz. size and provides a portable option for any beverage. The wide mouth and twist off top make it easy to fill with ice and keeps drinks, whether water or fresh fruit smoothies, cold for up to six hours. The **coolgearcan™** will retail for \$5.00 to \$7.00 MSRP (price varies by retailer). Each **coolgearcan™** features a Cantrition recipe to inspire consumers to create a delicious drink to enjoy in their **coolgearcan™**.

In the fun spirit of the summer season, Cool Gear International is launching a website dedicated to the **coolgearcan™**, www.coolgearinc.com/cans, where visitors can read facts about cans and view **coolgearcan™** designs. The **coolgearcan™** is perfect for enjoying outdoor summer activities, whether at a picnic, tailgating, going to the beach, or playing outdoor sports.

Cool Gear International's innovative products represent style, originality and efficiency. With more than 150 patents, the company has driven the evolution of common beverage vessels. To learn more about

Cool Gear International and its new **coolgearcan™**, visit www.coolgearinc.com or join the conversation on Facebook at facebook.com/coolgearinc, or on Twitter ([@coolgearinc](https://twitter.com/coolgearinc)).

About Cool Gear International

Since 1986, Cool Gear International, Inc. has served as the leading global designer and manufacturer of innovative hydration and food storage products. With headquarters in Plymouth, MA, Cool Gear International's talented and trendy staff delivers high-quality products at a great value. For more information about Cool Gear International, please visit www.coolgearinc.com.

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