

## Nite Ize Reinvents the Iconic Flashflight LED Flying Disc

**BOULDER, Colo., July. 23, 2018** – The patented fiber optic array technology of the Flashflight® Light-Up Flying Disc from Nite Ize® has appealed to players of all skill sets for decades. Now the engineers at Nite Ize have introduced Disc-O Select™ to this iconic flying light-up disc.

“The Disc-O Select feature is a technology that allows people to make the Flashflight their own,” Nite Ize CEO and Founder Rick Case said. “Players can select from six different colors or leave it in color-changing Disc-O mode where the LED module continuously cycles through all the colors. Mostly, it’s a blast to throw, day or night.”

Nite Ize engineers have worked hard to ensure that the iconic Flashflight disc keeps surprising new audiences with fresh features while maintaining the flight quality associated with the Flashflight name. Designed by a professional Ultimate player, this unique flying disc is made of lightweight, durable materials that provide true balance and a long, straight flight engineered to please even the most serious players. With a weight of 185 grams, replaceable batteries (included), and a 20-hour run time, this Flashflight is designed to last. Plus, it’s water resistant and floats, so the Flashflight won’t let a little rain ruin the fun. From campouts to nights at the park, the Flashflight with Disc-O Select livens up any gathering.

The [Flashflight with Disc-O Select](#) is available with an MSRP of \$24.99.

For more information about the Nite Ize Flashflight Light-Up Flying Disc with Disc-O Select, visit [NiteIze.com](#).

### About Nite Ize:

Founded on the principles of creativity and innovation, Nite Ize designs, manufactures and distributes solution-based products with quality and performance at their core. Headquartered in Boulder, Colo., the company celebrates its 29th anniversary in 2018 and offers more than 500 innovative products and accessories in seven unique categories: Mobile, Hardware, LED Lights + Accessories, Bike, Fitness, Pet, and Games + Fun. Still captained by its founder and CEO, Rick Case, the Nite Ize team is passionate about their products, their customers, their partners and the environment.

For more information, please visit [NiteIze.com](#).

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