



**Media Contact:**

Brooke Salamida, CGPR

[brooke@cgprpublicrelations.com](mailto:brooke@cgprpublicrelations.com)

781-639-4924

**Nite Ize Launches Rechargeable LED Safety Necklace for Small Dogs**  
Mini Light-Up Necklace Offers 'Choose Your Color' Technology

**BOULDER, Colo. – Aug. 2, 2021 –** [Nite Ize®](#), a leading manufacturer of innovative solution-based products, today launched the NiteHowl® Mini Rechargeable LED Safety Necklace. Available at retail in fall 2021, the rechargeable NiteHowl Mini provides increased visibility for small dog breeds during early morning and evening walks.

“For years, owners have asked for our popular NiteHowl to be scaled down for small dogs,” said Rick Case, Nite Ize founder and CEO. “With NiteHowl Mini, we’ve answered that call by creating a full featured safety necklace for pint sized pups to add fun and increase safety during low light adventures and walks around the neighborhood.”

**[NiteHowl Mini Rechargeable LED Safety Necklace – Disc-O Select™](#)**: The rechargeable NiteHowl Mini is designed for small breeds and tiny pups, providing 360° illumination for after-dark walks and adventures. Featuring cut-to-size customization from 9.5” to 14.8” (24cm-38cm) and Disc-O Select technology, owners can select from three colors or leave the necklace in color-changing Disc-O mode. NiteHowl Mini has a run time of four hours and recharges via micro-USB in one hour. MSRP \$19.99

For more information, watch this [45-second product video](#).

To learn more about these Nite Ize products, visit [Nitelze.com](http://Nitelze.com).



*NiteHowl Mini Rechargeable  
LED Safety Necklace – Disc-O Select*

**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. Nite Ize offers more than 500 products across various channels including: Waterproof Protection, Mobile, Hardware, Illumination, Bike + Fitness and Pet. Led by original founder Rick Case, Nite Ize team members are passionate about their products, customers, partners and the environment. For more information, visit [Nitelze.com](http://Nitelze.com).

###