

## Add a Little Light to Summertime Shenanigans with the NiteGem LED Luminary

**BOULDER, Colo., July. 23, 2018** – The [NiteGem™ LED Luminary](#) from Nite Ize® is a gem of a light that is right at home whether it's lighting a tent, adding pizzazz to a cooler, or bringing soothing light to a bath. The soft glow of this floating light may be gentle, but the heavy-duty waterproof exterior is designed for durability. With a 20-hour runtime and replaceable batteries (included), this fun and functional lighting accessory will make memories brighter all summer long – rain or shine.

The NiteGem is available in white or color-changing Disc-O Select™. The white NiteGem can be set to glow or flash with the push of a button, while the Disc-O Select NiteGem adds color to any experience with six selectable colors plus Disc-O mode, which continuously cycles through each color.

From coolers to campsites and everywhere in between, the NiteGem livens up any environment. The [NiteGem LED Luminary](#) will be available from NiteIze.com and other retailers soon for \$9.99 (white) and \$10.99 (Disc-O Select) MSRP. For more information, 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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