

The Future is Bright for Nite Ize, Manufacturer Launches The Brite Side Giving Initiative

BOULDER, Colo., May 16, 2017– Giving a little can change a lot. For the last 28 years, Nite Ize® has believed in this concept and has been active in supporting hundreds of non-profit organizations with strong initiatives to



make the world a better place. Today, the Colorado manufacturer is excited to announce the official launch of a new giving initiative called [The Brite Side](#).

“The Brite Side is about focusing on what we want to see in the world around us and working together with organizations that support that vision,” [Nite Ize Founder and CEO Rick Case](#) said. “It’s about doing good things, with good people, and always looking for The Brite Side.”

The concept of “doing good” is certainly not new for Nite Ize but organizing their corporate giving into a strategic company-wide initiative is a significant priority for the growing brand. “We recognize our responsibility to give back to the communities where we work, live and play. It’s important that we impact the industries we operate in positively and do what we can to better them,” Case said.

Nite Ize designs and manufactures products in seven categories including: Mobile, Hardware, LED Lights + Accessories, Bike, Fitness, Pet, and Games + Fun. Because of this diverse product portfolio, the organizations Nite Ize gives to address a diversity of societal concerns that range from environmental initiatives to military support.

The first official philanthropic partnership under The Brite Side is with [American Rivers](#)® – a national organization that protects rivers, restores damaged ones and conserves clean water. “Our actions -- good and bad -- have an impact downstream,” Case said. “We hope our involvement with American Rivers will bring awareness to the critical conservation issues we face and help to reestablish collapsing ecosystems, conserve dwindling water supplies and decrease damaging pollution across our waterways.”

To learn more about The Brite Side and the causes important to Nite Ize, visit NiteIze.com/BriteSide.

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 28th anniversary in 2017 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.

Media Contact: Kelly Richardson / 720-508-4741 / krichardson@niteize.com