

Hands-free Hydration with Nite Ize Traveler Drink Holster

BOULDER, Colo., Jan. 9, 2018 – Casting a line, setting up camp, tending the grill, or tailgating at the game, the new [Nite Ize® Traveler™ Drink Holster](#) lets users enjoy their favorite activities while keeping their drink of choice close at hand.

“Hands-free, accessible convenience is at the core of Nite Ize,” [Founder and CEO Rick Case](#) said. “The Traveler Drink Holster provides a convenient and cool way to keep a beverage handy at all times.”

Featuring expandable sides and an adjustable bottom panel, this universal drink holster was designed to fit nearly any beverage, from a 12 ounce can to a large insulated tumbler. With a unique rotating clip that locks in eight positions, the Traveler will attach easily to a belt, waistband, backpack strap, or more and will ensure the drink inside remains upright. Both the clip and the holster are extremely durable and designed to function no matter the task.



The Traveler creates an impromptu beverage holder anywhere, anytime. For more information about the Nite Ize Traveler Drink Holster visit [NiteIze.com](#). MSRP \$24.99.

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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