

# NEWS OF OUR CLIENTS



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## **RITE IN THE RAIN® SELECTS FULL-THROTTLE COMMUNICATIONS AS PUBLIC RELATIONS AGENCY**

Tacoma, WA — *Rite in the Rain*®, leading manufacturer of all-weather writing products that defy both Mother Nature and Father Time, is pleased to announce it has selected Moorpark-Calif.-based Full-Throttle Communications as its new agency of record for Public Relations strategy and media outreach.

“Full-Throttle Communications has a long history working with top brands in our core markets, which makes them a natural fit with our brand,” said Ryan McDonald, Marketing Director for *Rite in the Rain*. “With more than a century in business providing our products to professionals and outdoor enthusiasts world-wide, we’re excited to build upon our success with the launch of several new products this year. Full-Throttle will play a key role in helping us tell our story and introduce our brand to new customers,” he added.

Anyone who works or plays outdoors understands the importance of protecting vital documents from harsh outside elements. For more than a century, *Rite in the Rain* has developed all-weather documentation products like water-resistant notebooks, journals, planners, writing utensils, and more — all of which not only allow users to ‘write in the rain’, but its innovative paper products preserve the ability to read and use the information already written at a later time.

“*Rite in the Rain* is a brand with a storied history and innovative products,” said Jason Bear, President/CEO of Full-Throttle Communications. “The incredible stories that have surfaced over the years from *Rite in the Rain* customers is a testament to the high-quality products the company provides across multiple industries, and we look forward to helping the company spread this message,” he added.

### **About Rite in the Rain**

Founded more than a century ago in the forests of the Great Northwest, *Rite in the Rain* began by developing sheets of paper, hand-dipped with a special coating to create a unique moisture shield for use in the logging industry. Today the company continues its mission to provide innovative, wood-based, recyclable writing products that can thrive in poor weather conditions for professionals and enthusiasts who brave the outdoors. For more information about *Rite in the Rain*, visit [RiteintheRain.com](http://RiteintheRain.com).

Connect with *Rite in the Rain* on social media:



### **About Full-Throttle Communications**

The team at Full-Throttle Communications are industry-leading professionals who develop the powerful tools needed to position brands at the top of the marketplace – providing stellar creative solutions, cutting-edge market insights and influential media outreach. Full-Throttle Communications is a one-stop shop for all means of communication with extensive experience in helping companies obtain that competitive edge – and effectively elevate their business to the next level. For more information about the full range of high-energy, high-impact marketing communication services available at Full-Throttle Communications, contact the company 805.529.3700 or visit [full-throttlecom.com](http://full-throttlecom.com)

**Editor’s Note:** For press releases and hi-res images from Full-Throttle’s wide range of clients, please visit our online [press room](#).