Contact: Jonina Costello / jcostello@full-throttlecom.com

Jason Bear / jbear@full-throttlecom.com

Phone: (805) 529-3700

**CONVENIENT BOWSTRING OPERATION MAKES THE NEW**

**GLORYNOCK™ THE MOST ADVANCED YET SIMPLE LIGHTED NOCK ON THE MARKET**

**Ultra-Bright Red LED Lighted Nock Helps Hunters Follow Their Shots With Ease**

San Antonio, TX – GloryNock™ has revolutionized the lighted nock market with the launch of its brighter, lighter and easier-to-operate line of lighted nocks. Hunters looking for their favorite bright red LED lighted nocks can now turn to GloryNock for the most user-friendly nocks that’ll deliver 20+ hours of brightness.

What sets GloryNock apart from other lighted nocks on the market is clear once you see them in action. It’s all about how simple GloryNocks are to operate – no special tools are required and there’s no difficulty turning the bright LED light on and off. Hunters can simply use their bowstring to activate the light, and again to turn it off (combined with a light thumb press for de-activation). It’s so simple and effective, even a child could operate it. In addition, there is no hole in the nock to allow blood or other contaminations to enter, a common complaint of other nock brands.

“We’ve worked hard to engineer the lightest, most durable and simplest to operate lighted nocks on the market, and we’ve accomplished this with GloryNock,” said Stu Minica, President and Founder of GloryNock. “Red is one of the most popular colors for lighted nock users, and we’re proud to offer GloryNock in the brightest red LED available, along with other colors in the family including blue, green and pink,” he added.

Minica was the original inventor of Nockturnal® lighted nocks, and is well known for his legacy in engineering state-of-the-art archery products. A degreed mechanical engineer and avid archer, Minica has worked for many years to simplify and perfect the design of modern lighted nocks. GloryNock patent-pending LED lighted nocks are available for both vertical bows and crossbows in a wide variety of sizes and colors to suit any archer’s needs and preferences.

GloryNocks are **Made in the USA** and have a suggested retail price of $24.99/3-pack, $9.99/single pack (for vertical bows) and $29.99/3-pack for crossbows. GloryNock 3-packs are on sale now for pre-order at [glorynock.com](http://www.glorynock.com/) and will begin shipping May 1, 2018.

*About GloryNock*

GloryNock is a brand of Doubletake Archery, LLC based out of San Antonio, TX. Created by the original innovator of Nockturnal® lighted nocks, GloryNock is the next level in lighted nock innovation. The new full line features brighter, lighter nocks that users can easily turn on/off and are dependable with simple bowstring activation and de-activation (no tools required). GloryNock lighted nocks are available in a wide variety of colors and sizes, and are made in the USA. Patent pending.

*\*Nockturnal is a registered trademark of FERADYNE OUTDOORS, LLC. GloryNock is not associated with Nockturnal or*

*FERADYNE OUTDOORS, LLC.*

For more information on the full GloryNock line visit www.GloryNock.com.

[](https://www.instagram.com/glorynock/) [](https://www.facebook.com/GloryNock/)

***Editor’s Note: For hi-res images and releases, please visit our online Press Room at*** [*www.full-throttlecommunications.com*](http://www.full-throttlecommunications.com)