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GLORYNOCK™ UNVEILS NEW STRING-ACTIVATED LIGHTED NOCK AT THE 2018 ATA SHOW JANUARY 11-13, BOOTH #4217

New, Patent-Pending Design is the Most User-Friendly Lighted Nock on the Market

San Antonio, TX – GloryNock™ the makers of the most advanced, reliable and user-friendly lighted nocks to help hunters follow their shots and quickly retrieve game, is set to introduce a revolutionary lighted nock to the archery world at the 2018 Archery Trade Association Show January 11-13 in Indianapolis, IN.

What sets the new GloryNock apart from the competition is the genius simplicity of the design. It eliminates the very things that have frustrated lighted nock users in the past. There are no special tools needed or additions to your bow. The GloryNock's ultra-bright LED is easily activated and de-activated by simply using the bowstring (and thumb press for de-activating). No tools are necessary and there is no hole in the nock to allow blood or other contaminations to enter. Once turned on, GloryNock lighted nocks can stay lit for more than 20 hours.

Founded by Stu Minica, the original inventor of Nockturnal® lighted nocks, and well known for his legacy in engineering state-of-the-art archery products, GloryNock will be offering in 2018 a full line of high performance LED lighted nocks in a wide range of colors and sizes, including bright red, blue, green and pink. A degreed mechanical engineer and avid archer, Minica has worked for many years to simplify and perfect the design of modern lighted nocks.

"We're proud to engineer and launch the next evolution in lighted nock technology," said Minica. "GloryNock is the lightest, most durable and simplest to operate lighted nock to hit the archery market - period," said Minica.

GloryNocks 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 and \$9.99/single pack.

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.



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