
5301 N. Commerce Ave Suite C | Tel 805 529 3700
Moorpark, CA 93021 | Fax 805 529 3701

Contact: Jonina Costello / jcostello@full-throttlecom.com
Jason Bear / jbear@full-throttlecom.com
Phone: (805) 529-3700

GLORYNOCK™ HAS GAME ANIMALS FEELING “BLUE”

The New GloryNock Blue Lighted Nock Delivers Dependable, Simple Operation

San Antonio, TX – The hottest thing in bowhunting today is the new GloryNock™ tool-free LED-lighted nock. Its patent-pending design that allows for simple, dependable operation makes it one of the most exciting new bowhunting products to hit the market in 2018. Available in several bright LED colors including bright blue, the GloryNock lighted nock represents the evolution of lighted nock technology bowhunters have been craving.

“We wanted to take lighted nock technology to a new level, and to that end, we have surpassed every expectation bowhunters would have,” said Stu Minica, President and Founder of GloryNock. “We designed the GloryNock to be tool-free and extremely solid. It shoots and feels just like a regular non-lighted nock. It is a simple and effective design that bowhunters will appreciate.”

The GloryNock is intently engineered for simple operation. The LED is activated once the GloryNock leaves the bowstring and is designed to remain in the ‘on’ position until the shooter is ready to turn it off, a quick and simple operation. The GloryNock incorporates a built-in double safety feature, which ensures the light will stay activated until the user nocks the arrow back on the bowstring again while lightly pressing down the side latch simultaneously. This means one can’t just turn off the nock by pressing a button. This double safety element adds to the GloryNock’s dependability, ensuring it will never inadvertently turn off.

Other lighted nocks have sliding components or holes that allow blood and other contaminants to enter the nock. With the GloryNock, this concern is a thing of the past for lighted nock users. The GloryNock is a solid nock that has no moving parts, making it look, feel and shoot the same as a standard nock. Whether you’re out hunting or practicing at dusk for better visibility, shooters will also experience the lightest and brightest nocks yet with GloryNock, which deliver 20+ hours of effective illumination. The blue LED GloryNock is perfect for hunters concerned with a loss of night-vision. Blue also doesn’t wash out red coloration from vision, making it easier to see blood on the arrow.

Stu Minica is well known for his legacy in engineering state-of-the-art archery products. Minica, a degreed mechanical engineer and avid archer, worked for many years to simplify and perfect the design of modern lighted nocks. The patent-pending GloryNock LED lighted nocks are available for both vertical bows and crossbows; come in red, blue, green and pink, and in a wide variety of sizes to suit any archer’s needs and preferences.

GloryNock lighted nocks 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 at glorynock.com.

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. For more information visit www.GloryNock.com.

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

