



**FOR IMMEDIATE RELEASE**

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## **Liberty Sport Launches Shark Kids**

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**Shark Kids** is a new Rx'able swim goggle targeted for children. "We continued to get requests for Rx'able children's swim goggles and actually through Retailer feedback learned that the existing Shark with some minor modifications was perfect for children ages 6-12 years old" says Carmine DiChiara, VP of New Product Development. "The eye size was perfect, but the bridge size and strap needed to be redesigned to fit children properly. We also researched and are pleased to introduce the Shark Kids in colors that are fun for children to wear" continued Carmine. The Shark Kids comes in Green, Blue and Purple. The eyecup and silicone strap are in matching colors. Like the Shark, this frame features an adjustable bridge and strap, is packaged with a cleaning cloth pouch, 2-bridge straps (20 & 40 mm long) and Allen Wrench for custom bridge adjustment. Because the Shark Kids is designed with the same gasket technology as the Shark, the Rx is locked in to prevent any leakage.

To support the Eye Care Professional in selling the Shark Kids, we have available a compact display FREE with a purchase of the Shark Kids frame. "We want Liberty Sport to be the company the Eye Care Professionals come to for ALL their Rx needs in performance sunwear" says Linda Laube, VP Marketing "and with Liberty Sport Lab Services we can provide the Complete Sport Rx for all these niche Rx add-on sales opportunities."

Liberty Sport Performance Suns are all Rx'able and available at leading independent eye care professionals and leading optical chains. To get more information and the complete assortment of protective sport eyewear and performance sunwear from Liberty Sport, visit [www.libertysport.com](http://www.libertysport.com)

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### **About Liberty Sport, Inc.**

For over 30 years, Liberty Sport, Inc. has been the recognized leader in Rx'able protective and performance sport eyewear. Liberty Sport has been at the forefront advancing the growing national movement, promoting eye safety during scholastic and recreational sports. Today Liberty Sport sells and distributes its eyewear through eye care professionals and leading optical chains worldwide.