

## **NATHAN SPORTS SAFERRUN RIPCORD SIREN NAMED TO TIME'S LIST OF THE 100 BEST INVENTIONS OF 2019**

*The personal alarm designed to empower runners was recognized in the Wellness category.*

**Fountain Valley, CA (Nov 25, 2019)** - This week, TIME reveals its annual list of the 100 Best Inventions that are making the world better, smarter and even a bit more fun. Nathan Sports is thrilled to announce that their new SaferRun Ripcord Siren debuted in this list.

“We are honored to be recognized by TIME, among leaders in their fields who are thinking differently” says Nicole O’Keefe, Director of Brand Strategy. “At Nathan, we value the strength of our community and, in listening to our fellow female runners, we wanted to create something that would help runners feel confident, safe and in control. We are proud to provide a proactive, harmless solution, coming from a place of empowerment instead of fear.”

Nathan's invention is here to change the run safety story. If you sometimes feel nervous while running by yourself outdoors, you're not alone. The SaferRun Ripcord Siren Personal Alarm, coming to market in February 2020, was built to help you exercise with a greater sense of security. When you pull a tab, the thumb-size alarm emits a 120 db sound—as loud as an ambulance siren. Created by a female-led design team, the device is lightweight, easily fits in a small pocket and costs \$19.99.

To assemble the 2019 TIME Best Inventions list, TIME solicited nominations across a variety of categories from editors and correspondents around the world, as well as through an online application process. Each contender was then evaluated on key factors, including originality, effectiveness, ambition and influence. The result: 100 groundbreaking inventions that are changing the way we live, work, play and think about what's possible.

For more information on the SaferRun Ricord Siren Personal Alarm, contact National Sales Director Chris Miller at [cmiller@unitedspb.com](mailto:cmiller@unitedspb.com).

See the full TIME 100 list here: [time.com/bestinventions2019](http://time.com/bestinventions2019)

See the international cover of TIME featuring the 100 Best Inventions of 2019 here: <https://bit.ly/331y8jr>

-----  
The December 2 / December 9 double issue of TIME featuring the SaferRun Ripcord Siren Personal Alarm goes on sale on Friday, November 22, 2019.

### **About Nathan Sports**

NATHAN designs purpose-driven running essentials that help athletes at all levels run stronger and run longer. At NATHAN, we believe that if you run, then you are a runner. No matter where or why, how far or fast, NATHAN creates the market-leading hydration, visibility, and performance essentials that empower runners to go out and have their best run. NATHAN is part of the United Sports Brands portfolio of sports performance and protective product brands including Shock Doctor, McDavid, Cutters, and, XO Athletic, which are owned by Bregal Partners, a private equity investment firm. For more information, visit NATHAN at [www.NathanSports.com](http://www.NathanSports.com) or United Sports Brands at [www.unitedspb.com](http://www.unitedspb.com).