



**Press Release: For immediate release**

NEW - Is it really a 'Shackle key?' ..NO.. it's a ShackleDog™.

Shackles have been developing for over a hundred years but not so the shackle key – that seemed firmly fixed in the last century... until now. Finally the shackle key has caught up. Not a knife, not a multi tool, not a bottle opener, it's a humble, fun, friendly and very functional - ShackleDog™

Cold fingers, stuck shackles, long nails, small hands, weak grip.....No problem, the ergonomic and simple design (patent pending) makes opening shackles a breeze, even in difficult conditions and tight locations.

Tucked in your pocket, on a lanyard, or even Velcro-ed to the mast a ShackleDog™ can be there just when you need it. These dogs are so light and easy to use – they inspired the phrase *"a sailor's best friend"*. Compact and attractive, they make a talking point almost guaranteed to steer the conversation back to your passion of being on the water.

Dinghies to yachts...How many shackles do you have on your boat? You will be needing a ShackleDog then!

Visit [www.shackledog.com](http://www.shackledog.com). Find out how to own one of these cute gadgets.

Come and play - stand 1533 - at Sail America - Philadelphia January 20-23<sup>rd</sup>.

**Ends**

**Notes for Editors:**

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