



## **G-GO, THE FIRST WATER RESISTANT, BLUETOOTH ENABLED SPEAKER, NOW AVAILABLE AT TARGET**

*BUILT FOR ADVENTUROUS, MUSIC LOVERS ON-THE-GO*

**Los Angeles, March 19, 2012** – Designed to survive the most rugged lifestyle, G-GO, the first portable water resistant Bluetooth speaker on the market, is now available exclusively at Target stores nationwide as well as at Target.com. Built with durability and mobility in mind, G-GO will allow consumers to take their favorite music anywhere and everywhere.

G-GO is currently available in three colors including black, white, and metallic blue at a competitive price of \$69.

The first in a line of lifestyle products from G-Project, G-GO was co-developed by LA-based design firm Boombang, the same company behind the design of the critically acclaimed line of Soundfreaq speakers.

“Your phone goes everywhere you go but phones are delicate and you have to keep them protected. Bluetooth speakers are great because you can stream music from your phone while keeping it in a case, pocket or bag, but the speakers on the market are just as delicate. We built G-GO for real-world use and to take a little abuse – so you can splash it with water, knock it over or bang it and never worry about it. G-GO is designed to go on any adventure whether you’re playing at the beach, park, or pool, camping, hiking, or gardening. You can even take G-GO in the shower. With G-GO we’re bringing music to the active lifestyle.” said Josh Goldstein, Product Marketing Director for G-Project.

From backyard barbeques to backwoods camping, G-GO delivers a completely portable and rich audio listening lifestyle. Features include:

- *Ready for Anything* – G-GO is designed for consumers who want to take their music everywhere they go: shower, poolside, backyard, camping, the beach and beyond! G-GO is water resistant and built with a reinforced housing making it one of the sturdiest speakers to come to market.
- *Universal Wireless Streaming* – G-GO is designed for today’s wireless devices, as well as future devices with Bluetooth capabilities.

- *Portable Performance* – G-GO is equipped with an integrated handle, making it convenient to carry and is AA battery operated, offering up to 8 hours of playtime.
- *Always in Charge* – Universal USB power port allows users to charge any USB-chargeable gadget from G-GO including iPhone, Android and Blackberry devices.

For more information regarding G-GO, visit [www.gprojectgear.com](http://www.gprojectgear.com)

**About G-PROJECT ([www.gprojectgear.com](http://www.gprojectgear.com)):**

About G-PROJECT ([www.gprojectgear.com](http://www.gprojectgear.com)): G-PROJECT, a California-based company started by creative incubator Goodhatch, is a company dedicated to evolving speakers and accessories for smart devices to be rugged and real world ready. Always built with durability and portability in mind, G-PROJECT is dedicated to creating lifestyle products for on-the-go, adventurous consumers. G-PROJECT is led by a team of industry veterans with backgrounds in design, technology and music.

# # #

Media Contact:  
Natalie Yallouz  
Director of PR and Marketing  
[Natalie@gprojectgear.com](mailto:Natalie@gprojectgear.com)