

****Media Alert****



G-PROJECT LAUNCHES NEW COLORS OF ITS FUN-SIZED TRAVEL SPEAKERS, G-ZIP & G-POP, AVAILABLE IN TARGET STORES NATIONWIDE

WHAT: [G-Project](#), a company dedicated to evolving accessories for smart devices to be rugged and real-world ready, is launching new colors of its two travel sized speakers, [G-ZIP](#) and [G-POP](#) in Target stores nationwide. G-ZIP, a \$20 wired travel speaker, streams audio via a 3.5mm headphone jack and G-POP, a \$40 wireless travel speaker, streams audio via Bluetooth and is equipped with a built-in microphone.

G-ZIP is now available in vibrant red, in addition to blue, black and silver. G-POP is now available in blue and silver, in addition to the original all-black version.

G-ZIP and G-POP are small enough to fit in one hand and loud enough to turn any listening experience into an instant party. Both are equipped with a built-in rechargeable battery that allows for up to eight hours of streaming. The two speakers are also built in a rugged housing structure with a protective elastomer base, and a flip-out metal loop, making it easy to clip on to any strap.

G-ZIP has a built-in retractable cable that connects to any device with a standard headphone jack and G-POP streams music wirelessly via Bluetooth. G-POP is also equipped with a speakerphone so you can take calls when on the go.

WHERE: Target stores nationwide, [Target.com](#) and [www.gprojectgear.com](#)

WHEN: Available now

About G-PROJECT ([www.gprojectgear.com](#)):

Launched in 2012, G-Project is a California-based company started by creative incubator Goodhatch that is led by a team of industry veterans with backgrounds in design, technology and music. G-Project is dedicated to creating rugged and real world ready speakers and accessories for smart devices. Built with durability and portability in mind, G-Project makes lifestyle products for on-the-go, adventurous consumers.

MEDIA CONTACT:

Natalie Yallouz, Director PR & Marketing

Natalie@gprojectgear.com