



For Release

Contact: Linda Sheldon – Vice President
Linda@flyingfisherman.com
800.335.9347 / 305.852.8989

Flying Fisherman® Offers New Eyewear Accessories For Anglers

Stylish Lanyards Helps Prevent Loss of Sunglasses

Islamorada, Florida Keys – September 2010. Flying Fisherman® has re-designed its neoprene sunglass retainer collection for 2011, offering 16 new soft straps with a series of screen printed graphic game fish designs. The lanyards are made from ultra-soft neoprene material that's comfortable to wear, hand washable, and attached by moistening the temple ends of glasses and inserting them into the tube shaped ends until snug...a very stylish way to help prevent loss of sunglasses.

The new straps are available in a wide variety of freshwater and saltwater designs including Marlin, Sailfish, Mahi Mahi, Redfish, Snook, Striper, Tarpon, Speckled Trout, Yellowfin Tuna, Walleye, Bass, Rainbow Trout, Salmon, Green Camo, Blue Camo, and a Fish Skin design with the Flying Fisherman® logo. A plain black floating neoprene strap is also new to the collection, which also offers other floating, braided and rubberized lanyards. A free retainer display is available with the purchase of 72 retainers. MSRP for the new straps is \$5.95 US.

All Flying Fisherman® products along with testimonials, dealer locator and more are available for review at www.flyingfisherman.com.

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