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FOR IMMEDIATE RELEASE

Gulls Gotta Go Unleashes the Gulls Cat!

In 2011, avid boater and former software sales rep Bob Alves launched a personal war on birds, specifically the gulls, terns and cormorants that were befouling his beloved 1968 Egg Harbor Sportsfish.

“I’ve purchased the existing bird-deterrent solutions—which have been around for decades—but they just didn’t work,” said Alves. “It got me thinking: Why hasn’t someone come up with something more effective?”

A memory from his days as a child, growing up on the docks of Gloucester, Mass., provided an answer. Alves recalled an elderly marina owner who would feed feral cats to keep the birds and rats off his property. Inspired by this recollection, Alves sought the advice of ornithologists and other experts, which eventually led to the creation of an innovative, viscous-looking feline facsimile that Alves dubbed the Gulls Cat.

Using subtle movements powered by green-energy sources such as wind or sea, the Gulls Cat resembles a hungry predator. The Gulls Cat is equipped with a twitching tail and skyward-looking face that moves with the slightest breeze or rocking action of the boat or dock. Birds instinctively avoid it.

Tests in the summer of 2011 proved that the Gulls Cat worked even better than Alves had hoped. Numerous samples were sent to boaters throughout New England and all of them found that the product kept birds from landing on their boats and docks. “We really knew we were onto something when we collected the prototypes the day before Hurricane Irene hit the Northeast. The following day our testers were calling and texting, demanding that we return the Cat.” Alves said.

Now the Gulls Cat is out of the bag and boaters everywhere will get to see this exciting new bird-deterrent when it makes its debut at the New England Boat Show in Boston (February 11-19). It’s the perfect opportunity to take pre-season action to keep birds off your boat this spring! Drop by Booth 422 for a live demo.

Boaters can also learn more by visiting www.gullsgottago.com to watch a video of the Gulls Cat in action. You can also follow the Gulls Cat on Facebook, Twitter and YouTube.