



## **yurbuds® Launches #BEYONDTHEWALL Photo Contest Inspiring Athletes to Compete For A VIP Trip to Ironman Championship in Hawaii**

*Social Media Campaign and Photo Contest Finishes First Weeks with Success*

ST. LOUIS (April 30, 2012) – [yurbuds®](#), maker of the sport earphones featuring patented TwistLock™ technology, guaranteed never to fall out, invites active people to show how they push themselves past their physical and mental barriers in their social media campaign - #BEYONDTHEWALL. Until June 4, participants can upload photos of themselves going “beyond the wall” to the [yurbuds Facebook](#) app or Tweet their action photos with #BEYONDTHEWALL to [@yurbuds](#) and compete against each other for the most votes.

The #BEYONDTHEWALL Photo Contest officially launched during the Boston Marathon this month. Since then, **yurbuds** has been receiving action shots from runners, skiers, swimmers, cyclists and many other athletes – all with hopes of winning the VIP trip to Hawaii and having their photo in New York City’s Times Square. Other prizes include Apple® iPad 3 giveaways and **yurbuds** gift packages.

“We have been blown away by the inspirational stories of triumph that have come along with the photo submissions,” said Daniel DeVille, Director of Marketing for **yurbuds**. “This is not just a photo contest, it is a way for athletes to come together and be recognized for their hard work and sacrifice. The votes are already building and we can not wait to see who wins.”

With nearly one hundred photos already submitted and competition heating up, the #BEYONDTHEWALL campaign has already impacted **yurbuds**’ social media voice.

After the close of the submission period on June 4, **yurbuds** hopes to have built itself up as one of the most prominent communities on social media. Already receiving applause for its highly involved Twitter and Facebook engagement, the company wants to own the space and become the brand athletes turn to when they are online.

“Social media is part of everything we do,” said DeVille. “Giving our consumers and sports enthusiasts a voice in our company is core to our authenticity. We want to be accessible to them and want them to know we are listening to everything they have to say.”

Each **yurbuds** model is designed to contour to the human ear so they are comfortable and provide premium sound quality, even while in motion. Designed as true sport equipment, **yurbuds** are sweat proof, water resistant, and provide ambient noise protection allowing outside sounds, such as passing cars, to be heard. All **yurbuds** products offer multiple sizing options and can be personally fit to the size of the consumer’s ear. A personalized fitting is available for all products through **yurbuds** customer service and at specialized retailers.

For more information on **yurbuds**, go to [yurbuds.com](#) or join in the conversation at [www.facebook.com](#) or [www.twitter.com/yurbuds](#).

**About yurbuds**

yurbuds was founded in 2008 by chief executive officer Seth Burgett and chief operating officer Richard Daniels. Their mission is to transform athletes' experience through personalized service and exceptional audio products that integrate ergonomics and emotive design. yurbuds won the Good Design Award in 2010 from the Chicago Athenaeum Museum of Architecture and Design, along with the Apple™ iPad®. *Forbes* Magazine named yurbuds one of the top ten promising companies in America in 2009.

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