



For Immediate Release

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Slackers Slackline Adds First-ever Teaching Line Allowing Anyone to Become a Slacklining Expert

Easily Learn to Master the Art of Slacklining with Slackers Slacklining Classic Kit

DENVER (March 5, 2012) — Slackers Slackline from [Brand 44](#), a recreational activity company focused on “Backyard Adventures,” is unveiling a new option for the novice in the Slacklining sport – a teaching line that acts as a coach to build confidence while also developing the skill.

The popular sport of Slacklining involves balancing on a flexible, narrow piece of webbing, located just a few inches above the ground and tensioned between two anchor points. Taking college campuses and activity clubs by storm, this outdoor flexible beam can build strength and balance while providing hours of entertainment. This challenging, fun and addictive sport focuses on the core and is a rewarding full body workout. Not to mention that it provides the perfect excuse to get outside as spring and summer approach.



price is \$79.99.

Included in the [Slackers Slackline Classic Series Kit](#) is a 50-foot teaching line for above the head assistance that guides the adventurer from amateur to expert. It is perfect for those wanting to conquer the challenge of achieving the perfect balance without getting stuck in the beginner phase of a new and difficult activity. The 50 foot teaching line with metal ratchet and rubber grip is made of A-grade rugged materials. It also includes a carrying bag and easy directions for setup in just minutes. Created for kids and adults ages five and up, retail

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Just in time for Spring - bright, fresh colors are being introduced to the Slackers Slackline including blue.

Other retail outlets for Brand 44 products include L.L. Bean, REI, Amazon.com and Bass Pro Shops.

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ABOUT BRAND 44

Created in 2011 by Edward O'Brien, Brand 44 is a Colorado-based company that encourages "Backyard Adventures" as recreational activities that family members of all ages can enjoy anywhere and everywhere. Brand 44 is also a licensee of Boy Scouts of America products, [Slackers®](#) brand Slacklines and Ziplines and the [Geomate Jr.](#) product line. For more information on Brand 44, please visit <http://www.brand44co.com>.