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**The Hooky**  
**The First Kickstarter Endorsed by the (former) Leader of the Lost Boys.**

Successful Kickstarter campaign gets a boost when actor Dante Basco gives them a shoutout. Now campaign is on track to reach well over 200% of their initial goal.

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The Hooky is a lightweight carabiner alternative for holding your keys. Its simple, solid design is especially appealing to filmmakers. A convenient screwdriver-like end provides filmmakers and photographers with a tool to attach or detach their camera from their tripod. To raise awareness about their KickStarter Dave and Nick took to social media. Their goal was to contact Dante Basco, using Twitter, YouTube and campaign supporters, and see if he'd be interested in receiving a Hooky Keychain prototype.

Dante's role as Rufio (Hook, 1991) helped affirm the Hooky Keychain's name in the early stages of development. His line, "Looky, looky, I got hooky," is one of his most memorable lines from the movie. If the Hooky Keychain were to be endorsed by a celebrity, Dave and Nick agreed that it had to be the 'Leader of the Lost Boys.'

Dante graciously responded on Twitter and YouTube, but blew expectations out of the water with a video of his own. The Hooky Keychain had reached celebrity status. Dante's Shoutout: <https://www.youtube.com/watch?v=5b0ru7ZU8j0>

You can check out the Hooky on Kickstarter here:

<https://www.kickstarter.com/projects/1908014986/the-hooky-the-simple-solid-spinny-keychain>

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