



## **AcousticSheep® Featured on CBS Show, Innovation Nation, Airs Saturday**

### **Erie, PA / November 5, 2015**

AcousticSheep LLC will be featured this Saturday morning, November 7, on CBS' The Henry Ford's Innovation Nation television show. The Innovation Nation show's cast and crew filmed the segment this past June at the AcousticSheep® headquarters location in Erie, PA.

The segment will focus on AcousticSheep's unique and innovative headphones for sleeping and running, as well as the company's CEO, Dr. Wei-Shin Lai, and her interesting story behind turning an idea into a multi-million dollar company.

One of Innovation Nation's correspondents, Alie Ward, explains that they are featuring AcousticSheep on the show because, "We thought it was really interesting how [the company] was kind of home grown out of necessity. We always love innovations that have a passion and drive behind them and in this case we love that [their products are] helping people."

Check your local listings to catch AcousticSheep® on The Henry Ford's Innovation Nation this Saturday, November 7th on CBS.

### **About The Henry Ford's Innovation Nation:**

Hosted by Mo Rocca, CBS' "Sunday Morning" correspondent and produced by Litton Entertainment, The Henry Ford's Innovation Nation is an award-winning half-hour program that tells the fascinating stories behind the historic innovators of the past and the forward-looking visionaries of today, showcasing the extraordinary talents and dedication required to bring their inventions to life. The show premiered in the fall of 2014 and earned its first Emmy Award this year (2015) for Outstanding Series, Special Class.

### **About AcousticSheep LLC:**

AcousticSheep LLC, an Erie, Pennsylvania-based company, strives to create a world of happy, healthy and well-rest people with its comfortable headphones, allowing for easy sleep and enjoyable exercise. Formed in 2007 by a family doctor and her husband, AcousticSheep products are designed with comfort, quality, and the environment in mind. The company strives to use local resources, leverage technology and be socially and environmentally responsible as it manufactures its patented designs.

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**Contact:**

Megan DeMarco, Marketing Manager

AcousticSheep LLC

Phone: 610.406.8971

megan@AcousticSheep.com