

ASF Holiday Giveaway on Social Media: LED Book Light for Kindle, Crafts, & Travel

ASF Lightware Solutions joins with top travel, crafts, quilting, & gadget blogs for reading light giveaway in social media <http://bit.ly/cKx6NB>

November 8, 2010 (FPRC) -- Merrick, NY - During November 2010, Beam N Read® Hands Free Lights are being given away by top travel, crafts, and gadget blogs as part of a Pre-Holiday Gift Promotion. Worn around the neck, the book light can be used as a reading light, Kindle light, crafts light, quilting light, travel light, and for other uses. Participating blogs include Gadling.com, CraftGossip.com, GearDiary.com, PracticalTravelGear.com, and AmiSimms.wordpress.com. Consumers can win a free LED light by commenting how a designated gift recipient would use the hands free light. Each blog is hosting a separate giveaway.

"Social media can engage communities in sharing ideas on gift giving which can't be done with traditional media," said Arthur Friedman, President of ASF Lightware Solutions. Together with focused blogs, ASF is offering a Beam N Read Hands Free Light as a gift for a family member, friend, or perhaps a library or senior center. Participating sites are using blogs, Facebook, Twitter, RSS feeds, and email newsletters to inform their communities about the promotion.

Travel and gadget blog giveaways feature the Beam N Read LED 3 Hands Free Travel Book Light. This energy efficient light has 3 LEDs in a row and an extra long 120 hours of battery life. As a reading light it works with all eReaders such as the Kindle, Nook, and Sony Reader, traditional paper books, and newspapers. The long battery life makes it ideal for travel, camping, and as an emergency light during a power failure.

"The Beam N Read is by far the best personal reading light we have ever come across," said Scott Carmichael, Executive Editor of Gadling.com, the world's top travel blog. "The product is simple to use, and works with any model of eReader. As we start the 2010 Holiday season, eReaders and tablets are going to be one of the biggest sellers. Without an effective light source, many e-ink based eReaders are useless in the dark, especially on overnight flights." Gadling will begin their giveaway in mid November.

Crafts blog giveaways offer the Beam N Read LED 6 Deluxe Hands Free Light, the first LED book light with a night vision filter and hands free magnification. The extra wide light from 6 LEDs is especially useful for quilting, knitting, and crochet. It lights up personal space anywhere including in a chair, car, plane, or even in bed without disturbing others. The extra bright light is also helpful for aging baby boomers and others who benefit from brighter light for reading and other activities.

"You can't sew if you can't see," said Ami Simms, author, award winning quilter, and named 2005 Teacher of the Year by the International Association of Professional Quilters. "The Beam N Read Hands Free LED Light is the best solution for stitching in low light situations, at home, or on the road. Now I can throw away that miner's helmet". The giveaway on Ami's blog, Through the Eyes of A Quilter, is running from November 1 to November 15.

Giveaway participating sites are:

- AmiSimms.wordpress.com, blog for Ami Simms, Professional Quilt Teacher, Author, and Award

Winning Quilter. The winner will be selected by a golden retriever who shares writing duties the blog. (Nov 1-15, <http://wp.me/pfLq0-Bi>)

- CraftGossip.com covers news, craft ideas, and projects written by craft people with sub-blogs for specific crafts (Nov 1-30, <http://bit.ly/aQ4xkG>)
- GearDiary.com, gadget blog, "Everyone can use technology, sometimes it just takes a little translating" (Nov 8-22, <http://bit.ly/bKUutd>)
- Gadling.com is the world's top travel blog, written and edited by passionate travelers and writers (start Mid-Nov)
- PracticalTravelGear.com is the most popular gear review blog on the web (Nov 17 or 18 to 30)

Giveaways will be posted on each site's start date. An updated list including dates and additional participating sites is available on the Beam N Read News and Events page (<http://bit.ly/byjLkn>) of readinglight.com.

About ASF Lightware Solutions

ASF Lightware Solutions (<http://www.readinglight.com>) specializes in personal lighting and low vision aids distributed through online and retail stores including specialty stores, Readinglight.com, and Amazon.com. They can be ordered by phone at 1-800-771-3600. Over 3.6 million Beam N Read Lights have been sold around the world.

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