



**For: AcousticSheep**

## **SleepPhones® Effortless Kickstarter Campaign Fully Funded in Less Than 2 Hours**

**ERIE, PA - October 21, 2015**

AcousticSheep LLC, creators of the innovative headphones brands SleepPhones and RunPhones, launched a Kickstarter campaign for its newest product, SleepPhones® Effortless, wireless headphones with induction charging. The Kickstarter campaign launched at 7pm EST on October 21st and exceeded its \$10,000 target in one hour and 49 minutes.

SleepPhones® Effortless, is the newest addition to the SleepPhones family of products, which have been featured on The Today Show, The Dr. Oz Show, CNN and more. SleepPhones Effortless are Bluetooth®-enabled headphones inside of a soft headband, complete with induction charging technology for a completely wireless experience. These extremely comfortable headphones are ideal for use in bed, for traveling, relaxing, listening to audio books and much more!

SleepPhones® Effortless won a 2015 International Consumer Electronics Show (CES) Innovation Award.

The SleepPhones® Effortless product is available to pre-order now at <http://kck.st/1OJtzRN> for \$139 on Kickstarter until Wednesday, November 18 at 7pm.

### **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.

Visit [www.sleepphones.com](http://www.sleepphones.com) for additional products and information or connect with us on Facebook at [www.facebook.com/sleepphones](http://www.facebook.com/sleepphones). For additional press information, images and media, please visit [www.sleepphones.com/media](http://www.sleepphones.com/media)

###

### **Contact:**

Megan DeMarco, Marketing Manager  
AcousticSheep LLC  
Phone: 610.406.8971  
[megan@AcousticSheep.com](mailto:megan@AcousticSheep.com)