



**For: ACOUSTICSHEEP LLC**

**FOR IMMEDIATE RELEASE:**

## **RunPhones Reveals Erie, PA Enthusiasm Impressed Color Run Director**

**August 21, 2014, Erie, PA –[AcousticSheep LLC](#)** participated in one of the largest running events put on in Erie, PA yet – the first Color Run – otherwise known as the “Happiest 5K on the Planet”. The event took place on August 9, 2014 and over 10,900 participants from Erie, surrounding areas, and even from as far away as California ran or walked in it.

The Color Run puts on 150 races domestically every year, as well as 49 internationally. The Erie run was the second largest in Pennsylvania. Once registration opened in February of 2014, it only took ten days to sell out which was extremely fast.

[AcousticSheep LLC](#) organized a team of runners from their company to participate in the run. They also set up a booth at the event and spread the word about their latest launch in products, [RunPhones® Wireless](#), their new Bluetooth® enabled sport headphones designed for running and exercising in. In addition, they were able to showcase their white RunPhones® which were designed specifically for Color Run contestants.

“We came here to promote our new RunPhones® Wireless headphones and came home inspired to run more and run bright with colors! We can’t wait for the next run!” said Wei-Shin Lai, MD, CEO/founder of AcousticSheep LLC.

The Color Run was founded in March of 2011 with the goal of promoting good health and happiness by bringing communities together. It’s an untimed 5K race where “Color Runners” are doused from head to toe in a safe Technicolor cornstarch solution at each kilometer. This race is the first paint race of its kind, and has tripled in size since its inception.

Walter Sonntag, the race director for the Erie Color Run told AcousticSheep in an interview following the run, “Erie loves the Color Run and it shows!”

“I have never seen another community more engaged or get more involved than Erie,” said Sonntag, “And the feedback from the survey was one of the highest the company has ever seen.”

Participants who were asked if they would refer it to a friend, almost unanimously agreed they would.

In fact, the whole community rallied behind the event and was instrumental in its success. Over 200 volunteers were present to help with everything from setting up to cleaning up. Sonntag also gave kudos for the involvement of the Erie City Offices, the Erie Sports Commission, and of course The United Way who was the chosen charity for the event. The Color Run ended up raising them roughly \$22,000 for Erie County.

“Color Runners” were just as enthusiastic about [RunPhones®](#) products as they were about the race with many of them signing up for the newsletter and promising to stop by the local office once learning that AcousticSheep LLC was a locally-based company. The products were well-received by race participants – especially by those who have been seeking a comfortable listening solution for their headphone needs while running and working out. Many agreed that RunPhones® may be the [most comfortable sports headphones](#) they’ve seen!



**About AcousticSheep LLC:** AcousticSheep LLC designs and distributes innovative headphones for a variety of lifestyles. Formed in 2007 by a family doctor and her husband, AcousticSheep products are designed with comfort, quality, and the environment in mind. Visit [www.RunPhones.com](http://www.RunPhones.com) for additional information or connect with us on Facebook at <https://www.facebook.com/RunPhones>.

**For additional Press information,** images and media, please visit <http://sleepphones.com/media>. AcousticSheep products have been featured on The Today Show, The Dr. Oz Show, CNN and more.

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