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CONTACT: Nicole Joy Hales, PR First, 781-871-7280, [nhales@prfirst.com](mailto:nhales@prfirst.com)

## **Bluewire Audio Announces Launch of E-Commerce Page** *Start-up company developing new audio options for fitness enthusiasts*

NORTHBOROUGH, MA, ISSUED JUNE 24, 2019...Bluewire Audio LLC ([www.bluewireaudio.com](http://www.bluewireaudio.com)), a start-up company founded by Andy and Emily Proos that is working to develop a safer and less cumbersome way to listen to audio while running or engaged in other physical activity, announced the launch of their e-commerce page on their website, located at <https://www.bluewireaudio.com/shop/>.

This new page allows customers to purchase their products directly through their website. Customers can purchase their wearable speakers and the Bluetooth receiver, as well as hats to mount the speakers onto. Previously, the speakers were only available at limited tradeshows or given to those who donated to Bluewire Audio's Indiegogo campaign. That campaign has since ended and the funds are being used to move on with the next level of production.

"We are extremely excited to start selling our speakers directly from our website," said Emily Proos. "It is an exciting next step to finally have our customers be able to try our product."

### **About Bluewire Audio LLC**

Bluewire Audio LLC is a start-up founded by anesthesiologist Andy Proos and his daughter Emily, who is a recent graduate of Babson College with a bachelor's degree in business administration.

The company is based on their idea for a speaker system that is mounted on the band of a hat or visor allowing the wearer to listen to audio while engaged in physical activity without the inconvenience of wires and earbuds that can be distracting and require continual readjustment. It also allows the user to hear ambient sound, addressing the safety concerns when conventional earbuds and headphones that feature noise-canceling technology are used in active settings. For more information on Bluewire Audio, contact [aproos@bluewireaudio.com](mailto:aproos@bluewireaudio.com) or [emproos@bluewireaudio.com](mailto:emproos@bluewireaudio.com).