

# PRESS RELEASE



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## NEVER BE COLD AGAIN WITH THE ULTIMATE OUTDOOR BLANKET!

**ARROYO GRANDE, CA, 12/23/21** — California based company Life Giving Warmth are set to transform the winter experiences of hunters across the country with **THE KODIAK**, their latest **patented battery powered heating blanket**, specifically designed to meet the rugged demands of the deer stand, the duck blind and the shooting house. This exciting new product will be launched **January 18, 2021**.

The company have already brought their revolutionary product line to the campers, RV-enthusiasts, soccer-moms and those with circulatory issues throughout America with **THE COZEE**, the first patented battery powered heating blanket on the market.

The Kodiak is specially designed to bring portable heat to more demanding outdoor pursuits, such as hunting, fishing, boating and camping. Life Giving Warmth has even partnered with renowned camouflage company **Mossy Oak** to produce a blanket in their #1 best selling pattern of all time, **Break-Up Country**. This version of the blanket, along with a standard slate grey version will be available at launch on January 18.

Portable, rechargeable, completely cordless and providing up to 3+ hours continuous heat on a single charge, The Kodiak is the perfect solution for warmth on the go. The highly weather resistant blanket is designed to withstand the wind, snow and rain and keep you warm no matter the conditions, while the plush micro-fleece lining encases an internal insulation for optimal heat retention and maximum comfort.

In their pre-launch review, global hunting community and media hub, **International Sportsman** said "It is hard to find fault with the Kodiak Blanket. Everything is designed for the end-user... I think this is the ultimate outdoor blanket, and it will get years of use for my family and me."

"We're excited to bring this game-changing product to the market," said **company president, Paul LaRue**. "We can't wait for hunters to experience the beauty of a heated blanket in a completely portable package."

Originally released in 2019, Life Giving Warmth founders, Paul & Carolynne LaRue, invented the original Cozee blanket as a way to keep their daughter, BooBoo, who has cerebral palsy, warm on outings. For them, The Cozee is not just a product, but a way of life. The company is currently working on developing heating solutions for various fields including the military and first responders. Find out more about the Life Giving Warmth story at [www.lifegivingwarmth.com](http://www.lifegivingwarmth.com).

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