



CONTACT INFORMATION:

Meyers Communications
Dan Meyers / 323.931.4771
dan@ideasshapingbusiness.com

FOR IMMEDIATE RELEASE

SUPPORT FOR THE AVALON SEA WATCH PROGRAM COMES FROM KOWA

Birding enthusiasts turn to Kowa sporting optics to enhance the experience

Los Angeles, CA – Kowa is proud to announce that they will be sponsoring the 13th annual New Jersey Audubon Society Avalon Sea Watch Festival. “Sea watching is one of the most demanding birding endeavors that people can take. The conditions are tough, but the rewards are great. Kowa’s products can enhance this experience”, states Dr. David Mizrahi, Vice-president for Research New Jersey Audubon. Sea Watch was created as a conservation program focused on sea birds to monitor their migrating habits.

“Being a birding enthusiast myself for many years, I am very delighted to be affiliated with such a program as Sea Watch. I am thrilled that birders have turned to our sporting optics product line to deliver the performance that they want”, states Jim Danzenbaker, Sales Manager, Sporting Optics Division.



“Kowa binoculars and spotting scopes are considered among the finest in birding optics. My first spotting scope was a Kowa”, says Dr. Mizrahi.

About Kowa Optimed, Inc: Kowa Optimed Inc. was founded in 1980 to provide a direct presence to the North and South American markets for Kowa’s Electronics and Optics products. Kowa Optimed is a part of Kowa Company Ltd., which was founded in 1894. Kowa is the largest privately owned company in Japan and is ranked as the 5th largest trading company. For more information contact KOWA Optimed, 20001 S. Vermont Avenue, Torrance, CA 90502, Phone: (310) 327-1913 or (800) 966-5692 or visit www.kowa-usa.com,

For High Resolution images please contact dan@ideasshapingbusiness.com.

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