

Keep Your Eye On The Booby: Chums 2010 Eyewear Accessories *Retainers, Cases, and Cleaning Cloths Among Requisite Items For Glasses*



HURRICANE, Utah – This Booby has flown! From Chums HQ in Hurricane (pronounce it “Hurr-i-kin” for local credibility) to sunglass wearers the world over, Chums and the lovable Red-Footed Booby mascot have delivered the goods to help you hang on in the outdoors since ’83.

For 2010 Chums has released a collection of optics accessories for all ages and users. The new line includes kids retainers, eyewear cases, the “Chumois” lens cloth and the “Orbiter” retainer.



Chums kids-specific retainers provide the young ones a great tool to help them keep track of their sunglasses while playing. Available in both the Universal Fit and Original Cotton, these retainers are just the right length and width for a child’s head and neck. The best selling (for adults) Universal Fit is constructed like climbing ropes using nylon perlon cord and has a sliding bead for a superb fit. The Original Cotton sports the same features but is made of soft 100% cotton.

Chums has some of the toughest accessory cases on the market, and this year’s lineup includes three cases: the “Shade Shelter,” “Shade Shell” and the “Transporter.” The Shade Shelter has a neoprene outer layer and soft interior to help keep your eyewear, mp3 player or digital camera safe. There is a full side zipper to fit larger items, and a durable, rustproof swivel clip to attach the case anywhere.

The Shade Shell and Transporter are variations of the same design, with the Shade Shell targeted at people with smaller sunglasses, and the Transporter at those with bulkier pairs. Each is made of a rigid exoskeleton that provides the maximum amount of protection for your eyewear. In addition, the solid duo-colored zipper allows for easy access to your shades **(pictures available upon request)**.

The Chumois lens cloth is a compact, handy cleaning cloth for any time you find your lenses dirty. Not your average chamois, the unique design allows the gray microfiber cloth to be tucked in and kept clean until your next lens cleaning. And with the swivel clip attached to the outer cover, the Chumois lens cloth may be attached anywhere, so it’s always in reach.



The best thing to happen to retainers (and a far cry from the original Chums shoelace prototype), the Orbiter is a sleek, lightweight, stainless steel cable that stays elevated like a halo around your neck while at work or play. Perfect for eyeglasses, it has low profile, flat temples that eliminate pressure points and the universal temple design fits both small and large frames. The Orbiter is available in three colors: black, royal and clear.

Buy Chums online at their [Gear Pipeline](#) store and visit <http://www.chums.com> for additional information.

About Chums

Founded in 1983 in Hurricane, Utah, Chums has been the leader in accessories for the outdoors for over 25 years. In Jan. 2007, Chums purchased Chisco, creating a stronger market position through the joining of the two leading accessory brands. The two brands are now known as Chums. In 2008, Chums purchased Beyond Coastal sun care products. Beyond Coastal now offers a complete line of sun protection and sun care formulas created for the active outdoor lifestyle.

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