

PRESS RELEASE

For Release March 1st 2016

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Biomimicry Toy -- Slingerzz – is what’s new for 2016
Year of the Monkey toy mimics their tales to lasso objects at a distance.

First Light Company of Hawaii has a hook for its new product and that hook is a coil. Velcro, as many people know, is modeled after seed burrs that get stuck on cloths and hair. Velcro became a fabric that is composed of very tiny hooks. This is called bio-mimicry, and it’s a cutting edge field of science. What a seed burr is to Velcro a coiling vine is to Slingerzz. It’s the company’s flagship product and it’s being dubbed “The Original Coil Lasso” with the claim that it is the first significant advancement of the tethered lasso since 1780 when it was invented by Spanish cowboys to capture livestock at a distance.

Marlin, the inventor of Slingerzz, explains where the idea came from. “ I lived in a jungle tree house in Hawaii for five years. The vines coiled themselves so securely that I needed a machete to break the bond. “ Slingerzz mimics that action coiling around an object, creating a bond that is strong enough to drag a chair across the floor.

Slingerzz was created to be enjoyed by kids of all ages from 4 to 84. If you can mimic casting a fishing rod, swinging a tennis racket forehand, throwing a Frisbee backhand, you can have fun with Slingerzz™. Swinging your arm causes the coil to expand and when it strikes its target it wraps around it securely.

Some are calling Slingerzz the next “Kendama”, a toy that has become a popular past time for millions of young people. Marlin points out, “I grew up playing with yo-yos and not only can Slingerzz do lots of tricks like the other two toys but it also interacts by grabbing all kinds of things in its wake, making it a practical tool as well.” Marlin’s enthusiasm continues, “It can be used as a projectile and when launched it can secure itself to a target twenty feet away opening other possibilities as a ‘soft dart’ game.”

First Light Company is the merchandise arm of LUMA, a touring illuminated illusion production that is also from the [Mind of Marlin](#) . Marlin’s work in the 90’s pioneered ‘light theater’ and is now celebrating twenty years creating “Art in Darkness”, the name of the current show. LUMA will be on tour this April performing at theaters and in select major US metro areas. Slingerzz will be available for sale at these events. Marlin shares “ Watching the stars led me to create LUMA and watching things grow led to Slingerzz. My goal is to incite people to enthusiastically embrace the joy of play by exposing them to content from my creative imagination.” [Kickstarter URL](#)

To view a video of Slingerzz or Luma click here [put in URL](#)

