

*For immediate release!*

**THE PATENTED BLOWIT PERSONAL COOLING SYSTEM BRINGS PROFESSIONAL PERFORMANCE TO DRUMMERS, VOCALISTS AND OTHER MUSICIANS.**

Offering a new level of comfort and convenience that has previously been available to only top professional touring and recording artists, the new “BLOWiT” Personal Cooling System from Personal Cooling Concepts is specifically designed to help drummers, guitarists, bassists, keyboard players, vocalists and other musicians stay cool, calm and collected in the studio, on stage and in the practice room. BLOWiT’s powerful, 3-speed motor features the refreshing cooling force of a 7” Turbo-style fan in a rugged and reliable housing. The device allows both directional and angle adjustments and includes a hi-strength, flexible gooseneck and a universal (1/2” to 1-5/8”) mounting clamp that fits cymbal stands, hi-hat stands and drum racks as well as most microphone and music stands.

According to James Abell, Personal Cooling Concepts’ president and founder, the AC-powered BLOWiT fan is strong enough to meet the needs of working professionals, compact enough to travel in a standard drum bag or hardware case and durable enough to come with a one-year Limited warranty.

Now available at leading drum shops and music stores, the BLOWiT Personal Cooling System carries a suggested retail price of \$99.95. For further information contact Personal Cooling Concepts LLC, PO Box 5452, Fort Smith, AR 72913, 479-646-0943 or go online at [www.blowitfans.com](http://www.blowitfans.com).

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