Contact: FOR IMMEDIATE RELEASE

Jonathan Svilar 6-14-2017

Phone: 510-597-3527

[marketing@companion-group.com](mailto:marketing@companion-group.com)

**The Companion Group Spreads the Buzz with Newly Launched Website**

*As Mosquito Season Sweeps the Country, All-Natural Mosquito Repellents Are Available On Direct-to-Consumer Site*

BERKELEY, CA – The Companion Group is thrilled to launch [www.not-in-my-backyard.com](http://www.not-in-my-backyard.com), a direct-to-consumer site and a resource for customers looking for safe, all-natural ways to protect themselves and their loved ones, just in time for mosquito season.

The site includes information on the benefits of all-natural products, manuals and use instructions, and a blog with the latest news. With a few clicks, customers can purchase any item from the line, including refills for wearable bands and clips which they may have purchased through traditional retail channels.

“Educating customers about all-natural mosquito repellents is important to us,” CEO Chuck Adams said. “Our new website is a resource for customers and an easy way to stock up on their favorite products.”

The timing couldn’t be better, as many parts of the country are battling mosquitos, from Texas and Florida to the mid-Atlantic and New England. Now that temperatures have reached a

consistent 50°F (10°C) in many of these areas, mosquito eggs have started to hatch, and mosquito experts are calling on the general public to find ways to stay bite-free. That means it’s time to stock up on protection for camping trips, morning jogs or simply spending quality time in the backyard.

The Companion Group drew on its experience with a direct-to-consumer website for another brand, pizzacraft.com, when designing the new site. Feedback from customers of pizzacraft.com was taken into consideration when building [www.not-in-my-backyard.com](http://www.not-in-my-backyard.com) in order to deliver a smooth shopping experience. The Companion Group worked with digital creative agency ZDCA to build an easy-to-use website with aesthetics consistent with the products themselves.

Not In My Backyard™, also called NIMBY™, is a line of all-natural products that help ensure a pleasant and safe outdoor experience for the entire family. The NIMBY™ line includes wristbands, clips, zappers, candles, and diffusers. Many NIMBY™ products use mosquito-repelling inserts made of 100% essential oils, including geraniol, eucalyptus, and lemongrass, and are safe and effective for kids and adults. The line is now available through major sales channels and at [www.not-in-my-backyard.com](http://www.not-in-my-backyard.com).

# # #

*Founded in the Bay Area in 1984, The Companion Group develops and markets an array of brands in the outdoor and indoor living categories, including Charcoal Companion®, Steven Raichlen Best of Barbecue™, pizzacraft®, and Not In My Backyard™. In 2014 The Companion Group evolved into an employee stock ownership plan (ESOP) and continues to thrive on a commitment to creative and innovative design, unique licensing-partnerships, superior communication and service, and well-developed retail solutions for an ever-changing marketplace. For more information, visit* [*www.companion-group.com*](http://www.companion-group.com)*.*