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NOKERO LIGHTS UP SPONSORSHIP WORLD WITH LED HELMET AT WINTER X GAMES 15

Denver, CO, (Jan. 25, 2011) — Nokero International Ltd. and Olympian Chris Del Bosco will debut a bright new sponsorship idea at Winter X Games 15 Jan 28.

Del Bosco, the Skier X defending gold medalist, will be wearing a special LED helmet when he takes to the slopes in Aspen this week. The helmet includes a battery-powered LED display spelling the company’s name across the front of the helmet, and it includes a solar panel in back of the helmet which helps power the LED.



Del Bosco is known as one of the least-flashy athletes in the Skier X circuit, however he brightened up his look this year when he learned the helmet’s glowing effect could bring attention to a worthy cause.

Nokero is maker of the world’s only solar light bulb – and the company has teamed up with Del Bosco to help bring solar power to Kenya. There are 1.6 billion people – a quarter of the human population – living without electricity across the globe, and they often burn dangerous, polluting kerosene for light.



The burning of fuel for light releases 190 million tons of carbon dioxide into the air, the equivalent of 30 million cars. It also contributes to more than 2 million deaths a year through fire and respiratory illness.



"A lot of people may not know that a quarter of the world lives without light," Del Bosco said. "As an Olympian, I have a special opportunity to help raise awareness of this problem, but also provide the solution. What Nokero is doing is not only good for the environment, but it's also good for the families and children who need light to cook, read, study, and live productive lives."

Watch for Del Bosco and his Nokero-enhanced helmet during the Winter X Games 15 Skier X competition on Friday, Jan. 28 and Sunday, Jan. 30.

Del Bosco and Nokero have set the goal of raising \$20,000 through the Ski 4 Light program, enough to donate 1,000 solar light bulbs to Kenya.

Anyone can donate – simply log on to www.nokero.com/ski4light and click on "Donate Now."

About Nokero

Founded by a Colorado-native inventor, Steve Katsaros, Nokero International Ltd. is creating solar lighting products and a business network to empower communities who use them.

Nokero's Denver, Colorado office generates patented solar LED design and technology, and also develops business, marketing, and public relations strategies for the company as a whole. Nokero's Hong Kong office compliments these efforts with its decades'-long experience in the consumer products manufacturing and distribution.

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