

Product aims to prevent drowning

By Bob Shallit, Sacramento Bee

A Gridley company is off to a great start in its plans to raise capital for an emergency flotation device targeted at surfers, boaters and other water sports participants.

Kingii Corp. initially planned to raise \$65,000 to start production. But money raised from investors, retailers and consumers via a crowdfunding campaign launched Monday on Indiegogo has pushed funding over \$427,000 as of Friday afternoon.

The company's lightweight product – called Kingii and named after an Australian lizard that raises a frill over its neck when alarmed – is worn around the wrist and quickly expands when a user triggers an attached carbon dioxide cartridge. It's aimed at people who regard life vests as too bulky.

“If you're swimming and you get tired or get a cramp when you're out too far, it's nice to have something to get you through” to safety, said Crystal Bullard, the company's sales and marketing director.

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