

**FOR IMMEDIATE RELEASE**  
**#COVID-19Response**



## **Coronavirus Summer Toolkit to Beat the Heat!** **Check Out this Intuitively Designed Cooling Vest.**

*ThermApparel is flipping the script and has designed a cooling vest that is virtually completely hidden, weighs less than two pounds, and stays cold for up to 3 hours,” says David Bexfield, Founder of ActiveMSers.*

**ROCHESTER, NY — June 16, 2020**— In light of the coronavirus, one of the safest places that we can be this summer, is outside! Families will gather for picnics, while maintaining social distance, farmers markets will be frequented, and parks will have no shortage of visitors. There’s no doubt that the coronavirus has changed our typical definition of gathering and safety and with this newfound territory, there also comes the battle of summer heat. **A study by the Centers for Disease Control and Prevention** found that extreme heat events “are the most prominent cause of weather-related human mortality in the U.S., responsible for more deaths annually than hurricanes, lightning, tornadoes, floods, and earthquakes combined.”



Additionally, safety guidelines in many states recommend or require the use of a face mask or face covering. *This inhibits the body’s natural ways of cooling and can cause people to overheat even faster.* According to **The Journal of the American Medical Association**, heat is the most commonly cited reason for discontinuing use of protective face masks by health care professionals.

A recent article that **CNN Health** published, addresses the issue of overheating due to mask wearing... "A key issue is that when we breathe, we cool off, so wearing a mask that (gets) quickly hot can lead to an elevated temperature in extreme heat, especially if accompanied by humidity...in other words, if you can't breathe easily through your mask and you're wearing it outside, you could overheat," states Dr. Richard Wenzel, a professor in the Division of Infectious Diseases at the Virginia Commonwealth University School of Medicine.

The **ThermApparel UnderCool cooling vest** is the perfect addition to your coronavirus toolkit. It’s not only comfortable but, more importantly, it allows you to keep your mask on while also preventing your body from overheating. The vest is specifically designed to cool the entire body, using unique bio-degradable non-toxic phase change technology. Ultimately, the ThermApparel UnderCool cooling vest helps combat overheating that can lead to death.

The vest has been named by popular gear reviewer and founder of **ActiveMSers, David Bexfield**, as a complete *game changer*” and a *must have part of any coronavirus toolkit.*”

**“Women (and men) of all sizes can wear this comfortably and stealthily. No lumps, no tell-tale signs of a vest sticking out of collars, no uncomfortable placement of the packs over a bosom. Because the vest uses phase change material to cool, they can recharge quickly in a fridge, freezer or ice water and the packs, while cool, are safe and comfortable to wear against your skin,” says Bexfield.**



Re-imagine your outdoor experience complete with a cooling vest that's small, discrete, comfortable, slimming, and stays cool for up to 3 hours. You never imaged those words would be in the same sentence as a cooling vest, right? Thanks to the team at [ThermApparel](https://thermapparel.com), a Rochester, New York based company, who have made a life-changing difference for people in all 50 states and 15 countries—individuals can now live a much *cooler* life.

Kurtis Kracke, Co-founder/CEO/ designer and creator of the ThermApparel UnderCool cooling vest speaks more to their mission, **“ThermApparel works hard every day to empower people to live happier and healthier lives. We are committed to helping people get back to life’s simple pleasures like taking a walk outdoors, gardening, pursuing hobbies and doing things that help them maintain better mental health. This is especially important now, as we face the impacts of the coronavirus.”**



You can learn more about ThermApparel and the cooling products they provide at: [ThermApparel.com](https://thermapparel.com).

### **About ThermApparel**

ThermApparel was founded by two industrial design graduate students at Rochester Institute of Technology in Rochester, NY. Kurtis Kracke & Brad Dunn put their design talents to work, after observing that those living with Multiple Sclerosis were constrained in hot weather due to their heat sensitivity. After researching other cooling products on the market, none of them meet the critical criteria for people with heat sensitivity caused from health conditions – *concealable, lightweight, and comfortable*. After more than 200 customer discovery interviews, and more than 50 prototypes, the ThermApparel UnderCool cooling vest was born. To date, their vest has made life-changing differences for people in all 50 states and 15 countries. For more information, visit [ThermApparel.com](https://thermapparel.com).

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