



## **GreatCall Launches Indiegogo Campaign for New Lively Wearable**

*Leading active aging company leverages crowdfunding for activity tracker and emergency response device to connect with early tech adopters*

**SAN DIEGO – February 9, 2016 – [GreatCall Inc.](#)**, the leader in connected health for active aging, today launched an [Indiegogo campaign](#) for the Lively Wearable. The goal of the campaign is to gain thoughtful feedback from early tech adopters on the newest addition to GreatCall's portfolio of products and services. The campaign launches today (Feb. 9) and concludes March 22.

The Indiegogo campaign allows GreatCall to reach potential new customers and gain input from the important early tech adopter audience. In fact, as a recent announcement noted, Indiegogo is encouraging enterprises to take advantage of crowdfunding to promote new products and gain insight on what consumers want. Indiegogo backers will be the first consumers to receive the Lively Wearable, and have the opportunity to purchase the product bundled with monthly 5Star service at a special price.

“The Lively Wearable marks a new stage in our product roadmap, as it offers emergency response combined with activity tracking themed around daily challenges,” said David Inns, CEO of GreatCall. “We saw an opportunity with Indiegogo to get the Lively Wearable in front of new consumers, and those familiar with the wearable market. We want to use the feedback from this campaign to continue to develop products that deliver on our promise of independence for older adults and peace of mind for their younger family caregivers.”

The Lively Wearable, which launched at CES, is a stylish activity tracker than can work on the wrist or around the neck. It offers a discreet emergency response button, making it the first wearable that connects activity tracking with nationwide mobile safety service via the user's smartphone. Designed specifically for older adults and their family caregivers, the device includes built in fall detection when worn around the neck and has a long battery life, so there's no need to worry about charging. Users receive daily activity and mental challenges like step goals and brain games to the Lively app to keep them active. The family caregiver is connected through the Link app, where they receive data about the care recipient's activity, and can send messages of encouragement.

To view or contribute to the Indiegogo campaign, please visit <http://iqg.me/at/livelywearable>

**About GreatCall, Inc.**

GreatCall is the leader in connected health for active aging. The creator of a suite of products for active aging, including Lively Wearable, GreatCall Splash, Jitterbug5, Touch3 and health, safety and medical apps, including Urgent Care, GreatCall Link, MedCoach and 5Star, GreatCall utilizes an award-winning personalized approach to ensure aging consumers can live more independent lives.

GreatCall's products and services are sold nationwide at leading retailers as well as direct to consumers at 1-800-296-4993 and online at GreatCall.com. Service covers the U.S. GreatCall is headquartered in San Diego, CA. To learn more about GreatCall products and services, please visit [www.GreatCall.com](http://www.GreatCall.com). This news release and other corporate assets are available at [www.greatcall.com/newsroom](http://www.greatcall.com/newsroom) or follow our news on Twitter @GreatCallinc and on Facebook at Facebook.com/greatcall.

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**Press Contact**

Lauren Winer

Vantage PR

[greatcall@vantagepr.com](mailto:greatcall@vantagepr.com)

617-981-4671