

Relief Pod Deluxe Emergency Kit Named One of the Best New Products of 2011 at SEMA Show

Santa Ana, CA, November 9, 2011 – Relief Pod International is pleased to announce that its [Deluxe Emergency Kit](#) has been awarded the 2011 SEMA Global Media Award as one of the best new international products at the 2011 SEMA Show. The SEMA Show is the premier automotive specialty products trade event in the world. It draws over 50,000 buyers and features thousands of new products each year.

This year's voting panel reviewed nearly 2,000 new style and performance products. From these, the journalists selected 10 products each that would be of most interest to their publications' readers and most likely succeed commercially.

"We are honored that the innovative design and life-saving potential of Relief Pod products was recognized by SEMA judges," said Relief Pod president Debbie Coleman. "The Deluxe Emergency Kit represents the next big step forward in automotive safety. We're pleased that a product that can truly make a difference in people's lives has been selected for this prestigious award."

The Relief Pod Deluxe Emergency Kit is designed to provide safety and self-sufficiency during the critical first 72 hours following a disaster or emergency. The kit comes stocked with supplies for one person for up to three days or two people for up to 24 hours. Relief Pod products are unique among emergency preparedness kits because they are organized into color-coded sections for quick and easy access: red for first aid, yellow for tools, blue for food and water, and green for sanitary items. In addition, the kits are highly compact and portable. At just 9.5 lbs., the Deluxe Emergency Kit is small enough to keep accessible at home and in the car, and it has a shoulder strap that makes it easy to carry in an evacuation.

About Relief Pod:

Relief Pod International was founded in 2007 by Sebastian P. Musco with the goal of helping people be prepared, self-sufficient, and confident during disaster and emergency situations. By providing people with the tools and resources that they need to be self-sufficient before disaster strikes, Relief Pod empowers them to be survivors rather than victims.

Relief Pod emergency kits and backpacks are designed to contain the essential items that individuals need in an emergency situation. The compact kits are strategically designed with the signature Relief Pod color-coding and organization, making them very easy to access and use. Relief Pod offers a complete line of emergency preparedness products.

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