



FOR IMMEDIATE RELEASE

Shaka Laka® Celebrates Procrastination Awareness Month, Early.

CLEARFIELD, Utah (Nov 10, 2009) - Shaka Laka® announced today their plan to celebrate Procrastination Awareness Month which takes place in December, now. The plan details activities and give-a-ways through the company website, FaceBook, and Twitter pages to raise awareness and help increase the research to find a cure to the condition effects so many millions of people.

Typically, procrastinators put things off intentionally and habitually until many times it is too late. Shaka Laka® is doing their part to make sure this does not happen by celebrating an entire month early. In case any of the procrastination is extreme or excessive, our company is providing an entire month buffer to circumvent any problems that may arise. Give-a-ways will begin in November, but will continue through December as well to make sure our extreme procrastinators are not left out, again.

Shaka Laka® Spokesman and Public Relations Manager, John “Big Buggah” Tupuola, said he would comment on the activities later next week once he had more time to focus on the matter and once things slowed down in his office.

To demonstrate the seriousness of the condition, one need not look any further than most procrastinator’s motto:

Procrastination is a crime. It only leads to sorrow. I can stop at any time. I think I will tomorrow.

Through frequent tweets and FaceBook updates, Shaka Laka® hopes to help find a cure for this devastating condition one free Shaka Laka® Lip Blaka at a time.

To learn more about the Procrastination Awareness Shaka Laka® give-a-ways or to enter, please visit ShakaLaka.com and follow the links to our FaceBook and Twitter pages.

About Shaka Laka®:

Shaka Laka® is an island inspired personal care company. Inspirations for their products come not only from the islands but also coastal cities and loyal advocates who want a vacation from the mundane. All products are manufactured on the Big Island...of Utah.

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