

Hunt Comfort Excels in Focus Group Study That Benefits Relay For Life

Evergreen, Alabama – During a recent focus study that compared Hunt Comfort Cushions with competing hunting cushions on the market, participants unanimously picked Hunt Comfort as the most comfortable seat.

Fifteen participants including eight women and seven men volunteered to take part in the study to test the Hunt Comfort Cushion against two other cushions, which were purchased from a popular, national outdoor retailer. In return for participation, \$20 per volunteer was donated to Relay for Life, an event designed to celebrate survivorship and to raise money for research and programs of the American Cancer Society.

During the study, volunteers were asked to sit on each of three unidentified 2-inch cushions, which were placed atop a hardboard seat. They were asked to sit motionlessly and quietly until they experienced discomfort that made them want to move. An attending nurse recorded the times. Each volunteer returned for three separate days to test out one cushion per day. All participants' recorded sit times were longer on the Hunt Comfort's cushion than on the other two cushions. At the conclusion of the study, volunteers were asked which cushion they preferred. They all selected the Hunt Comfort seat.

“The focus group study proves what Hunt Comfort Cushion owners already know – Hunt Comfort is hands down the most comfortable hunting cushion made,” says David Robinson, president of Hunt Comfort. “We are delighted to support our local Relay for Life teams this way.”

Known as “The Best Seat in the Woods”™, Hunt Comfort's gel-based cushions are designed to distribute seating pressure, which cuts off circulation and causes numbness.

Available in five basic styles, all of our products are handmade in the USA and offer a three-year guarantee.

For more information on Hunt Comfort's quality products, call 888-757-3232, fax 251-578-3524, or check out www.huntcomfort.com.

