



Snow Joe® Lights Up Winter With Multitasking Broom and Ice Scraper

Innovative, New Four-in-One Tool Easily Sweeps, Scrapes and Illuminates

Carlstadt, NJ ([PRWEB](#)) December 17, 2015 -- Just in time for the first official day of winter, Snow Joe® is scheduled to debut the Snow Joe Telescoping Snowbroom and Ice Scraper with Four LED lights as the Today's Special Value® on QVC® Thursday, December 17, 2015 at midnight (ET). Every day, QVC picks the best find of the day that they believe shoppers will love and offers it at an extra special value. The one special item is offered at midnight (ET) until 11:59 PM (PT) that day.

The new Snow Joe Telescoping Snowbroom and Ice Scraper features a unique design that includes a snow broom, ice scraper, flashlight and emergency blinker to keep drivers prepared for whatever weather winter throws their way. The multitasking Telescoping Snowbroom and Ice Scraper is equipped with an array of essential snow removal tools and will safely sweep snow and scrape ice off the car either day or night. The handy tool also features a telescoping pole that extends up to 49 inches to access snow on the roof of cars, minivans, SUVs or trucks and a foam head that won't damage paint, trim or glass. The Telescoping Snowbroom and Ice Scraper is equipped with four LED lights and a built-in blinker that serves as an emergency flasher. Weighing only 1.5 pounds, this tool is convenient, easy-to-use and folds up to stow inside a car so it's always ready when needed. This unique and convenient tool is essential to have on hand for snowy weather.

“The innovative Telescoping Snowbroom and Ice Scraper safely removes snow and ice and lights the way in emergency situations,” said Joseph Cohen, president and CEO of Snow Joe. “Snow Joe is committed to creating one-of-a-kind products that help make our customers lives easier, and this innovative tool is no exception.”

In addition to the Telescoping Snowbroom and Ice Scraper, Snow Joe offers several other snow removal tools, including the iON, the original cordless snow blower, and the iON Hybrid Snow Shovel, which provides corded or cordless operation.

“Snow Joe's portfolio of winter products provides easy solutions to help remove snow. The features we include – like the lights on the Telescoping Snowbroom and Ice Scraper – take the tools to a new level of convenience so our customers are well equipped for winter weather ahead,” noted Cohen.

Tune in to QVC December 17, 2015 beginning at midnight (ET) for more details on the Snow Joe Telescoping Snowbroom and Ice Scraper with Four LED Lights. Visit [QVC.com](#), the QVC apps or call 800.345.1515 beginning December 17, 2015 at midnight (ET) until 11:59 PM (PT) to take advantage of this exceptionally low price while supplies last. Giveaways will take place on Snow Joe's Facebook and Twitter pages.

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About Snow Joe

The Snow Joe® Company designs and develops high-quality innovative tools at an affordable price. Since 2005, the company has helped consumers “Get Equipped” to tackle the great outdoors. Snow Joe's innovation is driven by a robust research and development pipeline that looks at both creative design and technological advances. Originally founded to bring homeowners smart winter solutions, the company now distributes a wide range of easy-to-operate and reliable power equipment – from snow throwers and lawn mowers to trimmers and



cultivators – under its “Joe” brand names. For more information, visit www.snowjoe.com.

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