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Peep Peep! Seattle's Revolutionary New Smart Birdhouse 'The Peep Show' Makes National Debut on ABC-TV's *The Shark Tank*

***Scientifically-Developed, Sustainably-Produced and Award-Winning
New Birdhouse Allows Users to Stream Video Directly to Their Phones
While Watching Baby Birds Hatch and Grow***

***From Swallows and Songbirds to Chickadees and Owls, The New Smart
Home for Birds is Slated to Appear on Hit Reality Show Created to Help
Promising New Entrepreneurs on February 16, 2024 at 8PM ET/PT***

Seattle, Wash.—February 1, 2024—Peep Peep! Seattle-based smart birdhouse maker 'The Peep Show' (www.thepeepshow.com) today announced it will appear on an upcoming episode of *The Shark Tank*, ABC-TV's national TV show focused on helping budding entrepreneurs their bring dreams to fruition.

The patent-pending smart home camera birdhouse—designed to stream nesting activity directly to users phones while simultaneously providing baby birds the very best chance at life—will appear on February 16, 2024 at 8:00 p.m. ET/PT on Episode 12, Season 15 of the hit reality TV show.

"The health and well-being of baby birds is at the forefront of everything we do—and being selected from among thousands of worthy applicants to share our birdhouse on *The Shark Tank* is beyond exciting," said The Peep Show founder Steve Gray. "We can't wait to show The Peep Show to viewers!"

The Peep Show Birdhouse: The Smart Home for Birds

Scientifically-designed to be the most thoughtful bird home around, The Peep Show includes a revolutionary new versatile camera mount created to accommodate off-the-shelf wireless cameras with at least six months of battery life—ensuring there are never any disruptions to an active nest.

Made of regionally-sourced wood panels and bio-plastic, and created through an ultra-efficient manufacturing process, The Peep Show is also housed in recyclable packaging—following the company's motto, 'what's good for the environment is good for the birds!'

Additional thoughtful features include a climbing wall to help fledglings find their way to first flight, top-to-bottom ventilation to keep the nest cooler, and an elevated nesting platform to keep the nest dryer.

“As a potential home to more than 20 species, from songbirds and swallows to owls and—my personal favorite, the Black-Capped Chickadee!—Mother Nature is the real star of The Peep Show,” continued Gray. “It was a no-brainer that it do no harm to the very environment where birds live.”

Pacific Northwest Beginnings: Give An Alaskan a Role of Duct Tape And They Can Do Anything!

Begun as a passion project during the early days of the COVID-19 pandemic, The Peep Show was inspired by Gray’s 95-year old father, Chuck, who grew up less than 200 miles south of the Arctic Circle in Alaska and always yearned to see inside the bird houses outside his family’s home.

“Our original prototype—created by Dad—included a sewer inspection camera, coaxial cable, a hole drilled through our kitchen wall, and black and white monitor on the kitchen counter,” said Gray. “Watching baby birds hatch became a much-anticipated annual event.”

Gray also created the current design as a true family affair—in a fishing cabin with his two engineer brothers—where the trio sketched out the general design based on Gray’s mandates of making the product easy-to-use and maintain while adhering to all ornithological requirements.

Award-Winning Design: Red Dot Award

Gray also drew upon his background in design to create an egg shape for The Peep Show that serves not only as a whimsical nod to what the product is and does—but also as the ideal shape for camera mounting at the perfect focal length for capturing nesting activity.

“Taking a page from the Scandinavian design playbook in my simple and modern approach, I focused on ensuring that form and function became one and the same,” said Gray. “With The Peep Show design, my goal was to create a bird house that Steve Jobs himself would have liked to have in his backyard.”

As a result of Gray’s efforts, the product recently won the prestigious international Red Dot Award for Excellence in Product Design in 2023. Focused on celebrating the best product designs of the year, The Peep Show joined the likes of past winners such as Apple, Maserati and Porsche Design Studio.

Available Now for Birding Experts Everywhere

Since debuting The Peep Show in 2023, response to the product has been overwhelming—with interest spanning across generations—and likely future uses spanning from educational communities to citizen scientists gathering vital information on migration patterns.

The product is currently available at The Peep Show website (www.ThePeepShow.com/Store) for \$199 as a standalone without the camera, and for \$299 with a deluxe camera kit, in addition to tax and shipping.

Season 15 of *The Shark Tank* airs on ABC Friday nights at 8:00 p.m. ET/PT. You can also watch it on FuboTV and on Hulu.

About The Peep Show. The Peep Show seeks to elevate birdwatching to an accessible, fun and environmentally supportive activity for all ages. Led by Steve Gray, a longtime travel enthusiast and graduate of Pasadena Art Center College of Design, The Peep Show® is now available to the public from the company’s website. The name The Peep Show® is a registered trademark of Urban Bird LLC. Offices in Seattle, Washington. Visit The Peep Show website for more at: www.ThePeepShow.com.

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