

# CROSS PICK

The No-Slip Speed Pick



## For Immediate Release

### New Patented Design of Guitar Picks Prevents Dropping While Playing

Company announces 100% of net proceeds to benefit impoverished in Tecate Mexico Santa Cruz, Ca- November 15<sup>th</sup>, 2011- CrossPick Guitar Picks have announced a unique patented pick design to help guitarists grip the pick and maintain more control during performance.

“Traditional guitar picks are made from flat pieces of plastic that are gripped between the thumb and forefinger to pluck the strings of a guitar,” notes David De La Rosa, founder of CrossPick. “Many times, guitarists drop guitar picks while they’re playing. Our CrossPick design, gives Guitarists a grip and prevents that from happening. We call CrossPick the “The No Slip Speed Pick”.

Mr. De La Rosa founded the company after studying with Jazz Guitar Virtuoso, Joe Pass, who performed with Jazz greats, Ella Fitzgerald and Dizzy Gillespie. Joe Pass commented that he preferred to play with broken picks with edges to prevent the picks from flying out of his hand in the middle of a “Hot Lick”.

CrossPick Guitar Picks are made from a special bullet proof plastic to ensure durability. CrossPick’s unique design includes a horizontal cross-branch to prevent slipping and a vertical cross-branch to provide stability and reduce turning. The end result is a pick that lets the guitarist perform loose and relaxed, playing a faster and smoother performance.

Starting with this Holiday Season, CrossPick Guitar Picks have announced 100% of Net Proceeds of CrossPick Blues Guitar Picks will help feed the poor in Tecate Mexico.

“I witnessed my grandparents feed and house people coming to America to better their lives. Their example has always motivated me to help people to help themselves,” notes De La Rosa.

A few years ago, De La Rosa visited Tecate Mexico where he met American Pastor Ben Rivera and his wife Rosie who were feeding the poorest of the poor. These needy individuals were living in horrible conditions with no running water. Each winter torrential rains wipe out their makeshift homes, and force them to move into Pastor Rivera’s church for food and shelter.

“The needs in Tecate Mexico really touched my heart,” comments De La Rosa.

It’s the Christmas season and I would love to help these hard-working folks have a wonderful holiday. The proceed from our CrossPick sales will help to provide food, water, clothes and continue to run a modest Medical and Dental facility we were involved in building .”

CrossPick Blues Guitar Picks are available for order through our company’s web site at <http://www.CrossPick.com>

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CrossPick Guitar Picks, based in Santa Cruz, Ca, manufactures no-slip speed guitar picks. The innovative and patented design of CrossPick Guitar Picks Guitar Picks prevents the pick from slipping or turning, providing stability and optimal musical performance. For more information, visit [www.CrossPick.com](http://www.CrossPick.com)

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