

## **Heard Enough? Push the Button on this Gag Gift and Call it Like it is with Universal Bulls\*\*t Detector Watch**

*A new gag gift, the Universal Bulls\*\*t Detector Watch, is certain to spark laughs from friends, co-workers and acquaintances. It is one cool gadget, says its inventor... and that's no b.s..*

New York, NY ([PRWebDirect](#)) February 15, 2007 -- In a world flooded with hype, spin, propaganda, and hyperbole, finally there's an irreverent [gag gift](#) that calls it like it is. Introducing: the Universal Bulls\*\*t Detector Watch™ -- a humorous gadget that is as novel as it is practical. It flashes, moos and poops... it also tells time. This watch is non-sectarian and non-partisan and, in any language it sounds the same. The Universal Bulls\*\*t Detector Watch™ is available at <http://www.bswatch.com> for the low introductory offer of \$39.95 with free shipping and handling within the United States. Foreign shipping for the gag gift is available for an additional \$9.95.

"Discreetly push the button and let the Universal Bulls\*\*t Detector Watch™ express your feelings. When asked, 'What's that sound?' Just say, 'Oh, sorry! That's my b.s. detector,' says creator Joey Skaggs"

About the Watch: In addition to being endlessly useful, the Universal Bulls\*\*t Detector Watch™ is also a quality precision quartz watch and one [cool gadget](#). It has a sound and light effect that lasts approximately eight seconds each time the upper button is pushed. The face of the watch is red with an illustration of a well-endowed bull from behind.

"Thousands of years from now, when current human society and all its advancements... are nothing but a faint memory, a wristwatch of epic proportions will still live on, flashing, pooping, and mooing. The Universal Bulls\*\*t Detector Watch is perhaps the greatest technological feat since the slicing of bread. Andre Bermudez, [gearlog.com](#)"

Crafted by a master watchmaker and engineer, the elegant strong case is made from polished aluminum alloy and is form fitted for comfort. The strap is black PVC and fits most wrist sizes (from child to adult, male or female). The back of the watch has the artist's etched signature.

The watch has two replaceable batteries, both of which are long lived, standard and commonly available. One is for the precision quartz watch and the other is for the sound and light effect. One important note: the Universal Bulls\*\*t Detector Watch™ is not waterproof. So wearers should not get themselves thrown overboard!

About the Creator: As one of America's most impassioned social satirists, Joey Skaggs has been calling b.s. "b.s." for a long time (see <http://joeyskaggs.com>). He is an artist, prankster and social activist. Since the sixties, Skaggs has been able to widely disseminate his ideas by creating comical and absurd (but highly realistic) stories, which have been reported as real news by the media to an unsuspecting public.

"Who can resist a good gag gift - you know, aside from people with no sense of humor? The Universal Bullshit Detector Watch..., from noted media satirist Joey Skaggs..., just might be the best out there this year... When it comes to novelty products, this one is a gas. Chris Haire, Honolulu Weekly"



Some of Skaggs' best-known hoaxes include: The Fat Squad: A business offering commandos who, for a fee, would physically restrain you from breaking your diet; The Solomon Project: An alternative to the American Judicial system eliminating the need for judges and juries and providing equal justice for all; and Portofess: A portable confessional booth mounted on the back of a tricycle and peddled to the Democratic National Convention bringing religion on the move to people on the go because the church must go where the sinners are.

As part of his credo, he has always revealed the truth and explained why he did what he did. Now he has created an actual watch, a cool gadget, to help other people tell it like it is too. One would think he might have a credibility problem, since he is best known for his large scale media "hoaxes," however, seeing is believing and the b.s. detector watch is getting rave reviews (see <http://www.bswatch.com/testimonials.html>).

Additional information about the Universal Bulls\*\*t Detector Watch™ gag gift, as well as photographs, media commentary and customer testimonials are available at <http://www.bswatch.com>.

About the company: Irreverently Yours LLC sells irreverent and humorous products designed by artist and satirist [Joey Skaggs](#) , a master of creating cool gadget gifts. The Universal Bulls\*\*t Detector Watch™, the first one produced in large quantities and available on the Internet, has been created to give people the ability to express their feelings any time anywhere with humor.

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