



FOR IMMEDIATE RELEASE  
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**Po Campo Delivers First-of-Its-Kind Bike Bags with Integrated Phone Charging Technology - *Eliminating the fear of a dead phone when you need it most!***



*Jarvis Powered Trunk Bag*

Just in time for the 2016 Holiday season, Po Campo delivers the first-of-its-kind bike bags with an integrated power supply so you never have to worry about a dead cell phone when you need it most. The bags will be available for pre-order on [www.pocampo.com](http://www.pocampo.com) in late September and ready to ship in early November.

“It’s no secret that women cite safety concerns as a barrier to biking as often as they’d like. Realizing your phone is out of power is always a headache, but even more distressing when you really need it, like if you’re lost or if, heaven forbid, something happens.” Says Maria Boustead, Founder and Designer of Po Campo. “I knew that helping women overcome this hurdle was the next frontier for Po Campo, and a problem best solved by integrating technology directly into our bags.”

The Po Campo Powered Fulton Handlebar Bag (\$150) and the Po Campo Powered Jarvis Trunk Bag (\$275) combine fashion and function like never before. Made of luxurious faux leather with elegant gunmetal hardware and reflective accents, the bike bags are easy to attach and detach from your bike, alleviating the problem of how to gracefully carry what you need while biking.

Both bags are equipped with a Joey computer to charge Apple and Android smartphones, tablets and Bluetooth earbuds. The Joey unit is powerful enough to recharge most phones up to two charges and stores power for months. To recharge the battery, you simply plug the bag into a wall outlet every 1 to 2 weeks. The Joey unit’s computer will even simul-charge your phone and the bag overnight while you sleep.



*Fulton Powered Handlebar Bag*

Another advantage of the Joey Power System is that it won’t overheat your bag or overcharge your phone like other portable batteries do. And, like the construction of the

bags themselves, the Joey unit is weather resistant, so you don't have to worry if you find yourself caught in a rainstorm.

"Po Campo has tapped into an exploding and underserved market," George Farkas, CEO of Joey® Energy, says, "We're thrilled to partner with them to serve this customer with our technology."

### **Biking for Transportation is a Growth Market**

People who bicycle for transportation is growing in cities across the country, boosted by improved infrastructure and bike share programs sprouting up in many metropolitan areas. According to a recent study by People for Bikes, about 27 million people currently bike for transportation. That number is expected to balloon to 44 million by the end of the decade, with women's participation growing at 3x the rate of men's.

Po Campo was the first bike bag brand in the U.S. to cater exclusively to this growing and underserved population, and is still the only company primarily focused on meeting women's unique needs.

High-resolution images available upon request. For more information, contact Natalie Breuer at [press@pocampo.com](mailto:press@pocampo.com) or 844-PO-CAMPO x503.

### **Po Campo - A History of Delivery Fashion + Function for Bicycling**

When industrial designer Maria Boustead started her company Po Campo, her vision was to help women who loved to use their bikes for transportation be able to use their bikes for more types of daily trips.

The first problem she tackled was how to carry things on a bike – with grace. Po Campo bike bags elegantly transition between on and off a bike so you don't have to make any concessions just because you choose to bike that day.

### **More About Po Campo**

Po Campo makes bags that fit your life. What began as a desire by Chicago industrial designer Maria Boustead for stylish bike bags has grown into a full line of casual lifestyle bags designed to help you stay active and engaged in the world around you. Constructed of weatherproof, vegan fabrics and featuring practical details like reflective accents and intuitively placed pockets, Po Campo bags are built for experiencing the joys of city life – and looking good doing it.

Since May 2013, Po Campo has partnered with [World Bicycle Relief](#), a Chicago nonprofit that provides bicycles to rural African communities, giving them access to healthcare, education and economic opportunities. To date, Po Campo has donated over 100 bikes. In 2014, [Newcity magazine](#) named Boustead one of Chicago's top 50 designers. For more information, visit online at <http://pocampo.com>.

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