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### **Po Campo Zips Ahead with All-New Kids' Line**

*Maker of sustainable, weatherproof bike bags expands offerings to the smallest of micro-commuters*

**New York, NY – January 27, 2021 – [Po Campo](#)**, the leading maker of stylish, functional, and sustainable bags for the micromobility lifestyle, announces a new line of Po Campo for kids. Bringing the functionality and fun of Po Campo bags to the next generation, the new product line includes three new bags designed specifically for kids on the go: the Blip Water Bottle Feed Bag, the Speedy Handlebar Bag, and the Zinger Backpack Pannier.

The new kids' line embraces all the features that make Po Campo bags popular amongst commuters and micro-mobility users, including stylish vegan, weatherproof fabric, highly reflective elements, multiple functional pockets, and subtle, durable straps that can be tucked away when not used for attaching to a bike or scooter. Each style in the collection zeroes in on what kids want and need in a bag: reflective details and fabrics, stash pockets for their snacks and toys, unique kid-specific colors and patterns, and easy-to-use attachments for both bikes and scooters so kids can 'do it myself' without their parents' help.

The new kids' collection from Po Campo is available in two colorways, *Blast Blue* and *Let's Go*, and includes:

**Blip Water Bottle Feed Bag:** The secure 3-Point attachment design provides ultimate versatility to strap the bag onto handlebars, top tube, down tube or whatever works for the kid's bike or scooter. Two side pockets with stretchy see-through mesh are perfect for carrying snacks, toys, or other treasures found during adventure. A drawstring closure at the top secures loose objects in the water bottle pocket or the water bottle during bumpy rides. The feed bag easily attaches to our backpack or can be carried hands-free with the wrist strap. (MSRP \$20)

**Speedy Handlebar Bag:** Simple, adjustable and secure handlebar fasteners are designed to work with all handlebar styles and sizes for both kid's bikes and scooters. One main zippered compartment keeps valuables safe, while a front stash pocket with a molded micro-grip closure keeps items secure without snagging on clothes like Velcro would. The back pocket stores attachment straps or the removable shoulder strap when not in use. D-rings on the back can be used to attach the bag to Po Campo's backpack or any bag with a clip. (MSRP \$35)

**Zinger Backpack Pannier:** Ideal for school and outside adventures, this child’s backpack pannier securely fastens to a bicycle rear rack with a unique, secure hook-and-loop attachment system. Once they reach their destination, kids can easily remove the pack and transition to a backpack using the stowed away shoulder straps. This backpack pannier includes one main zippered compartment for belongings and a padded interior pocket that fits a Chromebook, books, clothing, or even a water bladder (sold separately) to be used with a built-in hydration port. Two stretchy mesh side pockets are perfect for holding water bottles or snacks, while a front flap pocket has the same easy open molded closure as the Speedy Handlebar Bag. Snaps on the front of the pack allow other products in the line to be attached. (MSRP \$50)

“With this new collection, we wanted to channel the joy and exploration of being a kid. Biking, scooting, skating – these ways of moving through the world can return some of that childlike wonder to all of us,” says Po Campo founder and industrial designer Maria Boustead. “We started Po Campo because we couldn’t find stylish, fun, functional bike bags. Kids have their own needs when it comes to gear, and we’re excited to reach the youngest members of the micromobility community with bags designed just for them.”

All three bags in the collection are now available at PoCampo.com. The Blip Water Bottle Feed Bag and the Speedy Handlebar Bag are also available at REI. To learn more about Po Campo and to explore the new kids’ line, visit [www.pocampo.com](http://www.pocampo.com). For media inquiries, please reach out to Hannah Kaminer at [hannah@darbycommunications.com](mailto:hannah@darbycommunications.com).

#### **ABOUT PO CAMPO: Making Bags as Mobile as You**

Launched in 2009, Po Campo is known for uncompromising devotion to uniting function and fashion in bike and micromobility accessories. Inspired by her experiences cycling across cities in Germany and the United States, industrial designer Maria Boustead started Po Campo to create a line of stylish bags with the versatility that bike commuting demands. With innovation at the forefront from the beginning, Po Campo was the first brand to introduce a bag for bike share, the first to introduce bike bags with an integrated power supply, and the first bike bag brand to cater exclusively to the growing and underserved micromobility population. Today, Po Campo is an internationally distributed line of vegan, reflective, weatherproof bags that are thoughtfully designed and thoroughly user-tested. Committed to giving back to local organizations making an impact, Po Campo donates 1% of every purchase to the non-profit of the customer’s choice. Learn more at [www.pocampo.com](http://www.pocampo.com) or connect with Po Campo on social [@PoCampoBags](https://www.instagram.com/PoCampoBags).