



FOR IMMEDIATE RELEASE
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Proving that women can have it all – with their bike bags at least
Introducing Po Campo's Spring 2018 Arrivals

This spring, Po Campo debuts their Irving Backpack Pannier, the first of its kind of bike bag that works equally well as both a backpack and a pannier, and transitions seamlessly between the two modes in seconds.

Designed for the modern city rider who is hopping on and off her bike throughout her day, the Irving Backpack Pannier incorporates two signature features to make this the ultimate bag to fit our customer's on-the-go lifestyle:

- 1) The Fidlock® magnetic bike attachment buckles clip the bag to the bike rack with a simple and secure click, and are embedded in the foam so you don't feel them when wearing the bag as a backpack.
- 2) The shoulder straps flip to the front of the bag when in pannier mode, revealing high-viz and reflective accents for extra visibility. No need to detach and stow the shoulder straps!



Irving Backpack Pannier \$130

Additional features include vegan, weatherproof fabric, elastic bands on the front of the bag to carry a helmet or a jacket, two expandable water bottle pockets, and a laptop pocket. The Irving Backpack Pannier retails for \$130 and will be available in March 2018 in three colorways (Black Herringbone, Mosaic, Bubbles).



Irving Backpack Pannier buckles



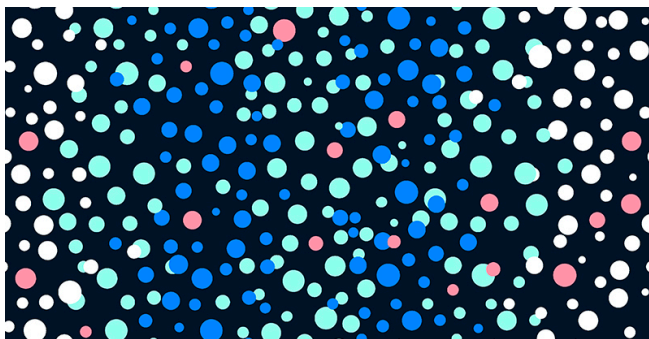
Irving Backpack Pannier on bike



Market Belt Bag \$45

For daily excursions that require less carrying capacity, Po Campo is also introducing the Market Belt Bag. This adorable pouch is designed to carry the essentials and can be used on your own belt, or using the waist strap provided. Made of the same vegan, weatherproof fabric as the rest of the line, and adorned with reflective accents. The Market Belt Bag retails for \$35 and is available in January 2018 in

coordinating colors with the Irving Backpack: Black Herringbone, Mosaic, and Bubbles.



Po Campo's new print pattern Bubbles captures the joy and carefree feeling of riding a bicycle. Composed of a delightful dot pattern in trending colors klein blue, coral and arcadia green. Bubbles will be available in our two new bag styles, the Irving Backpack Pannier and Market Belt Bag, as well as the

Kinga Handlebar Bag (\$45), Uptown Trunk Bag (\$80), and the Bergen Pannier (\$115).

High resolution images and samples for testing are available upon request. For more information, contact Natalie Breuer at press@pocampo.com or 844-PO-CAMPO x503.

ABOUT PO CAMPO: A HISTORY OF DELIVERING FASHION + FUNCTION FOR CITY CYCLING

Industrial designer Maria Boustead loved biking to work but longed for a better way to carry her things. Backpacks made her back too sweaty, shoulder bags would irritatingly fall down her arm while she rode, and traditional bike bags were big and clunky and not intended to be carried off the bike. Recognizing that more and more women were using their bikes for transportation, she started Po Campo to create a line of bags with the versatility that the lifestyle demanded.

Since launching in 2009, Po Campo has made a name for itself for its uncompromising devotion to uniting both fashion + function in bicycle accessories. The first to introduce a bag for bike share, the first to introduce bags with an integrated power supply, Po Campo firmly believes that you should be

able to enjoy the benefits of city cycling without having to compromise on either style or functionality.

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.

For more information, visit online at <http://www.pocampo.com>.

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.

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