



FOR IMMEDIATE RELEASE
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Po Campo Launches Its All-Weather Collection for Spring 2019
Waterproof, Sustainable, and Gender Neutral

Designed for the nation’s city bicyclists who are motivated by the environmental benefits of biking, Po Campo launches an All-Weather collection, the Belmont Backpack (\$75) and Mardy Cargo Pannier (\$135), that are waterproof, sustainable, and gender neutral. Both bags feature bluesign® certified recycled polyester fabric, built-in high-visibility raincovers, and blinking LED zipper pulls for extra visibility at night.

Po Campo Belmont Backpack



The Belmont Backpack (\$75 / 11.5”x18”x5.5” / 18.6L) is a slim backpack designed to be worn while biking with easy access pockets for your phone and water bottles. A separate, padded laptop pocket and reflective accents on all sides of the bag make this the perfect bag for trips to school or work in rain or shine.

The Mardy Cargo Pannier (\$135 / 14"x17.5"x6.5" / 25L), whose name comes from the conservationist Margaret "Mardy" Murie, is Po Campo's largest bike bag to date. The Mardy attaches to a bike's rear rack with super-strong Fidlock® magnetic buckles, quickly detaches to convert to a tote, and features a separate shoe compartment at the bottom.

"We kept getting requests for the same things over and over," says Po Campo's Founder and Product Designer Maria Boustead. "Something waterproof for our customers who ride every day regardless of weather, something more sustainable to mirror our commitment to protecting the environment, something less feminine that is inclusive to more types of riders. These bags are like the trifecta for us."

Po Campo Mardy Cargo Pannier



Both styles will launch in January 2019 exclusively on rei.com, with a wider roll-out in March 2019 on pocampo.com, amazon.com, and at retailers nationwide.

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 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 people 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 150 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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