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Po Campo Introduces Visi-Hemp®, the World’s First Reflective Hemp Fabric, in New Micromobility Commuter Collection

City Lights Collection offers convenience and visibility for all commuters

New York, NY – May 12, 2021 – As the first bike bag brand to cater exclusively to the growing and underserved micromobility population, Po Campo is proud to launch its sustainable, highly reflective City Lights Collection. Micromobility is defined as people using bikes and/or scooters for short trips under five miles. Designed with this micromobility commuter in mind, the new City Lights 4-bag collection is made from Po Campo’s proprietary, sustainable, and reflective Visi-Hemp® fabric and delivers convenience, style, and heightened visibility.

With a dedication to sustainability, Po Campo has developed the world’s first reflective hemp fabric, Visi-Hemp®. A blend of 55% hemp and 45% recycled polyester, Visi-Hemp has highly reflective fibers woven throughout, is soft to the touch, and is extremely durable. The reflective thread is woven in a pattern that mimics the appearance of a city skyline at night and is visible both day and night, allowing the wearer to feel safer when commuting.

“As the bike lane is flooded with more people experiencing the mobile lifestyle, we see them looking for gear that makes micromobility a better and more seamless part of their lives,” states Po Campo founder Maria Boustead. “This is where our specialty comes in and the inspiration for the City Lights collection. We’ve combined our desire to produce an extremely sustainable, user-friendly bag with innovative safety features to create a collection that meets the unique needs of micromobility enthusiasts.”



Available in August 2021, Po Campo’s City Lights collection incorporates stylish designs with strategically placed pockets that are easy to access, and front pocket flaps with Fidlock magnetic snaps to keep

belongings secure and protected from the elements. For each City Lights bag purchased, Po Campo will donate 1% of the MSRP to a nonprofit of the customer's choice.

Ara Backpack (MSRP \$160)

The largest bag in the collection, the Ara, is ergonomically designed to carry everything a commuter needs. Its large capacity main compartment with two Fidlock snaps can fit a 17" laptop or tablet and includes multiple organizational pockets and a stashable helmet harness. A side access zipper allows the wearer to easily get into the main compartment and there are two exterior water bottle pockets. In addition to the Visi-Hemp fabric, the Ara also has a reflective panel at the bottom, accents on the shoulder straps, and a bike light attachment point. Proof of Po Campo's amazing attention to detail - this backpack comes with a retractable hook on the backside that secures it to the upright bar of a scooter or for additional security at outdoor cafes. Specs on the Ara include:

- Size: 11" W x 19" H x 6" D
- Weight: 2lbs
- Volume: 20 L

Vega Sling (MSRP \$99.99)

A streamlined sling bag that is designed to be worn over one shoulder, the Vega Sling can fit up to a 12" laptop and has 3 mesh pockets, one large front organizational pocket, and two interior zippered pockets to store valuables safely. All of the pockets on the Vega are angled for easy side access while on the go and there are spots to attach the helmet harness, which is sold separately. Additional specs on the Vega include:

- Size: 10" W x 17" H x 4" D
- Weight: 1lb 3oz
- Volume 9.1L

Aster Hip Pack (MSRP \$59.99)

A smaller capacity bag that can be worn as a sling or a hip pack. The Aster has an open main compartment with one Fidlock snap for easy opening and closing, reflective details throughout, and a strap that adjusts from 30" - 49" for a comfortable fit.

Beta Mini Sling (MSRP \$29.99)

This smaller bag can be worn crossbody, as a lanyard, or belt bag when only the essentials are needed. Multiple organization pockets provide options for stashing a phone, ID, credit card, and other small items. The wearer also has the option to switch the bag from horizontal to vertical depending on their style.

The City Lights collection will be available early August 2021 at PoCampo.com. To learn more about Po Campo visit www.pocampo.com. For media inquiries, please reach out to Angie Robinson at angie@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 nonprofit of the customer's choice. Learn more at www.pocampo.com or connect with Po Campo on social [@PoCampoBags](#).