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**FOR IMMEDIATE RELEASE**

## Po Campo Elevates the E-bike with its Latest Stylish and Versatile Bike Bags

*Equipping riders to seamlessly transition from city streets to adventure on the trail, available in fabrics that highlight Po Campo's past and future innovations in honor of their 15<sup>th</sup> Anniversary*

**New York, NY – January 23, 2024** Po Campo, the trailblazing women-owned company known for their fashionable and functional bike bags, proudly introduces its Spring 2024 Collection featuring three new standout designs: the Katy Bike Trunk Bag, Crescent Bike Basket, and the Tussey Bicycle Phone Bag. Created to upgrade the experience and utility of the e-bike, these bags offer unparalleled versatility for both urban commutes and trail adventures – with style to boot.

In celebration of Po Campo's 15<sup>th</sup> Anniversary, two new fabrics are introduced as part of the Spring 2024 Collection, the Bubbly print pattern and the proprietary Visi-Hemp® fabric now available in their core line.

"Hitting 15 years and seven-digit revenue are major milestones for any company, but it is especially notable for us, as fewer than 3% of women-owned businesses cross \$1,000,000 in annual revenue, and it's *especially* sweet for us operating in the male-dominated bike industry," says Po Campo Founder and CEO Maria Boustead. "We'll be celebrating all year long with these new bags and fabrics that truly represent the best of what we do in helping people carry what they need on and off their bikes with style and ease".

Meet the new bags:

### **Katy Bike Trunk Bag – The Convertible Companion**

The Katy Bike Trunk Bag (MSRP \$85) is the epitome of versatility, transitioning effortlessly from a bike trunk bag to a crossbody bag in seconds, with pockets to hold all the things.

Highlights include:



- Secure attachment with heavy-duty velcro straps
- Adjustable shoulder strap for quick conversion to shoulder bag
- Vegan, waterproof fabrics for a worry-free ride in any weather condition with lining made from recycled water bottles
- Reflective accents and a designated spot for a bike light for enhanced visibility during evening rides.
- Available in a variety of colors and patterns, including the limited edition Visi-Hemp® fabric



### **Crescent Bike Basket – Bigger, Better, and Beautifully Secure**

Following on the heels of our bestselling Whoosh Bike Basket, the Crescent Bike Basket (\$55) offers 16% more capacity and incorporates our secure 3-point Fixi-Strap™ attachment system that is compatible with most e-bikes. Highlights include:

- Detachable mesh lid to keep items secure during bumpy rides.
- Internal zippered pocket and key fob for essential storage.
- Lightweight design with reflective accents.
- Available in a variety of colors and patterns, including the limited edition Visi-Hemp® fabric
- Note: Shoulder strap sold separately. Not intended for pets.



### **Tussey Bicycle Phone Bag - Stay Connected, Stay Adventurous**

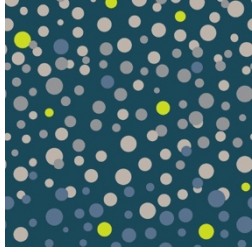
Stay connected and stylish on the go with the Tussey Bicycle Phone Bag (\$35), a bag that doesn't budge on your bike and features a unique one-handed opening to the inner compartment for accessing your snacks on the go. Highlights include:

- Secure attachment with 3-point extra-long bike fasteners, suitable for most top tube and handlebar stem configurations, even for quirky e-bike geometry
- Soft shell construction with silicone grips for stability on the road and trail
- Unique one-handed opening and touchscreen-compatible lid
- Available in a variety of colors and patterns, including the limited edition Visi-Hemp® fabric



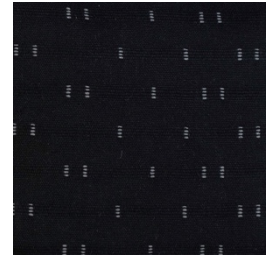
### **New Bubbly and Visi-Hemp® fabrics in honor of 15<sup>th</sup> Anniversary**

In celebration of Po Campo's 15<sup>th</sup> Anniversary, two new fabrics are introduced as part of the Spring 2024 Collection, the Bubbly print pattern and the proprietary Visi-Hemp® fabric now available in our core line.



Bubbly honors Po Campo's past as a fresh rendition of their popular Bubbles heritage print, recolored to evoke the lushness of the 2024 zeitgeist. The Bubbly print is available in the three new styles, as well as bestselling Domino Handlebar Bag and Orchard Grocery Pannier.

Looking forward, Visi-Hemp® represents the company's sustainable and innovative future. Visi-Hemp® is an Oeko-Tex Standard 100® Certified fabric made of a blend of organic hemp and recycled water bottles with reflective threads woven throughout in the pattern of a city at night. Only available from Po Campo and offered in the Crescent Bike Basket, Katy Trunk Bag, and Bedford Backpack Pannier for a limited time.



The Katy Bike Trunk Bag, Crescent Bike Basket, and Tussey Bicycle Phone Bag are available for purchase on the Po Campo website and select retailers like REI starting in early March.

Photos available at [www.pocampo.com/media-center](http://www.pocampo.com/media-center), samples available upon request.

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### **About Po Campo**

Po Campo is an industry leader in stylish and sustainable bike bags and backpacks for modern daily travel. Founded by industrial designer and avid city cyclist Maria Boustead when she couldn't find a versatile bag functional enough for her bike commutes and stylish enough to carry throughout her day, the brand offers bags that are both beautiful and functional, created with their "No Compromise" design ethos.

Today, Po Campo's bike bags and backpacks feature a number of clever pockets for neat and easy organizing. They are crafted with vegan, sustainable, and weatherproof fabrics and enhanced with reflective details to keep bike riders safe and visible at all times throughout the day and night.

The brand was the first to introduce bike share bags and bike bags with an integrated power supply, as well as the first to cater exclusively to the growing and underserved micromobility community. Po Campo promotes confidence, being true to oneself, being purposeful in every endeavor, being engaged in one's communities and surroundings, and having fun. As part of its commitment to give back, Po Campo donates 1% of every purchase to a nonprofit of the customer's choice.

For more information, please visit [www.pocampo.com](http://www.pocampo.com) or connect with Po Campo on social [@PoCampoBags](https://www.instagram.com/PoCampoBags).