

For immediate Release  
May 2014 Cambridge On

## **Why is Conko smiling? Brave Brown Bag collaborates with iconic clown logo for childrens' charity.**



Patty Conklin Foundation – (named after the founder and family business that gave us the CNE and many carnival shows across North America) and Brave Brown Bag unveil the chicest clown tote as an online fundraiser for children's charity.

To celebrate the 20<sup>th</sup> anniversary of her award winning Brave Brown Bag, owner and designer Charlotte McKeough is presenting a special limited edition of the Marche size tote silk-screened with the trademark Conko clown logo. The bag is available online for \$190 at [www.bravebrownbag.com](http://www.bravebrownbag.com) or through The Patty Conklin Memorial Fund by email to Melissa Conklin Rogers at [rflodge@gmail.com](mailto:rflodge@gmail.com). Proceeds from the sale of the bag will be donated to the Patty Conklin Foundation which supports causes concerning the health and education of children. Melissa Conklin Rogers is President of the Fund. Tax receipts are available. Patricia Conklin, the eldest of the 3<sup>rd</sup> generation Conklin family says: "I'm a huge fan of the Brave Brown Bag since the first bag came on the market and knew Conko would look stunning on it for our fundraiser."

Conko has been the Conklin Shows mascot since the 1970's. Commissioned by Jim Conklin (Patricia and Melissa's Dad) and designed by Chris Yaneff, a foremost Canadian graphic artist and designer ([www.rgdexamboard.com/pdfs/Saldanha\\_Canadian\\_Icons.pdf](http://www.rgdexamboard.com/pdfs/Saldanha_Canadian_Icons.pdf)). The logo is one of the most instantly recognized trademarks in North America.

Charlotte says: "We all need smiles and this is a great opportunity to contribute to a great cause. Conko has great graphic design bones and shares the same simplicity of line as our BBB. I consider Conko a kind of national eye candy that has stood the test of time. So perfectly honoured to have this smile on our BBB."

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## **About the Charlotte & the Charlotte McKeough Co Inc.**

Charlotte McKeough is a recognized award winning\* designer and textile innovator based in Cambridge On, reknown for her re-invention of the traditional paper bag using innovative materials and textile techniques. A background in sailing and sailmaking introduced Charlotte to materials both traditional and high tech which are reflected in the unusual and charming look of the Brave Brown Bag collection. The collection is carried as exclusive retailers and boutiques both domestically and internationally. The complete collection can be viewed at <http://www.bravebrownbag.com>.

For more information on the Conko collaboration  
<http://www.bravebrownbag.com/collections/clown-tote-special-collaboration> and  
<http://www.bravebrownbag.com/blogs/news>

- \* Design Exchange Awards Gold in Fashion Toronto 2003
- \* Moleskine The Hand of the Designer/Fonda Ambient Italian 2010

## **About Conko the Clown and the Patty Conklin Foundation**

The Conklin logo has been the trademark of the Conklin Shows since the 1970's and proudly worn on show uniforms by thousands of young men and women who worked with the company at Fairs and Exhibitions across North America and in the Caribbean. The logo was quickly named Conko by one and all.

The history of the Conklin shows can be viewed at [www.conklin.com](http://www.conklin.com) and  
<http://www.facebook.com/PattyConklinFoundation>

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