



Backpacks With A Purpose
Media Kit



From the beginning, it has been our mission here at Backpacks with a Purpose® to meet needs wherever they may arise. The first B-WAP® backpack was made in 2002 as a direct response to the needs of the Urban Mission in Oklahoma City. They needed high-quality, affordable children's backpacks with a classic design to distribute through their back-to-school programs.

Since then, through partnerships with hundreds of nonprofit organizations, over 1 million Classic B-WAP backpacks have been distributed to people who need them most.

Now, we are increasing our impact by inviting others to join with us in giving back.

B-WAP launched its first retail line of backpacks in July of 2012. This style of backpack, appropriately named The Original, is designed for adults and built to last for students. When you purchase a B-WAP backpack, two child-size B-WAP backpacks will be donated to a domestic or international nonprofit working directly with people in need.



2016 PARTNERS



THE MAISHA PROJECT

WWW.MAISHAPROJECT.ORG



THE REGIONAL FOODBANK OF OKLAHOMA

WWW.REGIONALFOODBANK.ORG

Current Stats

620 WEBSITE
VISITORS
PER MONTH

560 UNIQUE WEBSITE
VISITORS PER MONTH

1643 FACEBOOK FOLLOWERS

543 TWITTER
FOLLOWERS

582 INSTAGRAM
FOLLOWERS

27 BRAND REPS

8 PREVIOUS NONPROFIT
PARTNERS

2 CUTE DOGS

LIVE LIFE WITH PURPOSE™

Press




CONSCIOUS
MAGAZINE

First To Know

THIS LAND


TRENDHUNTER
SOCIAL GOOD

Want to Join The Movement?

1. WANT TO CARRY B-WAP IN YOUR STORE? EMAIL US!
2. WANT TO KEEP US LOOKING GOOD? POST PICTURES OF YOU AND YOUR KIDS WITH B-WAP PRODUCTS AND TAG THEM #BWAPBACKPACKS!
3. WANT TO PARTNER WITH US? EMAIL US!
4. WANT TO THROW AN EVENT BENEFITING B-WAP? EMAIL US!
5. WANT TO COLLABORATE? EMAIL US!



Contact us!



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LAUREN & MICA



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