

The story of my Happy Book Bag



Dear Happy Parent,

Happy Book Bag™ is a joyful experience for you and your child.

Our children are our heroes and Happy Book Bag™ lets them know that they can make a difference in the world. This book tells the story of how your child makes the world a better place with Happy Book Bag™.

Happy Book Bag™ is designed for children:

Children add their own personality to Happy Book Bag™ by making designs with fabric markers. Parents can join in the fun by sewing on patches and labels. Happy Book Bag™ offers a learning experience beyond the books it's carrying. The story of my Happy Book Bag™ teaches your child to be proud of making conscious decisions that help people and the environment, around the world and here in New Zealand.

Happy Book Bag™ is designed for parents:

Parents get a quality book bag made from certified organic cotton. **Happy Book Bag™ is built to last** and won't fall apart on you after one year like plastic or nylon book bags. Happy Book Bag™ is a friend for years to come. Sharing the story of Happy Book Bag™ with your child is an opportunity to **share your love of the environment with your children.**

Thank you from my family to yours,

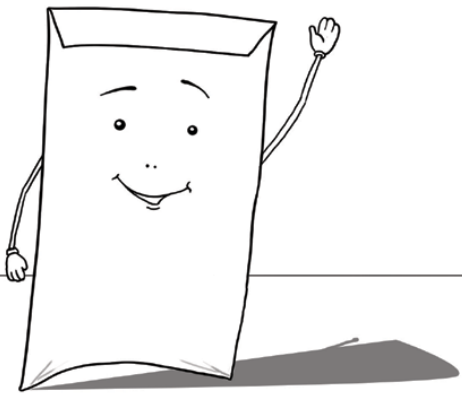
Claudia



change
TO GREEN

The Story of my Happy Book Bag™

My name is: _____ and this is the story of how I helped people and the environment with Happy Book Bag™



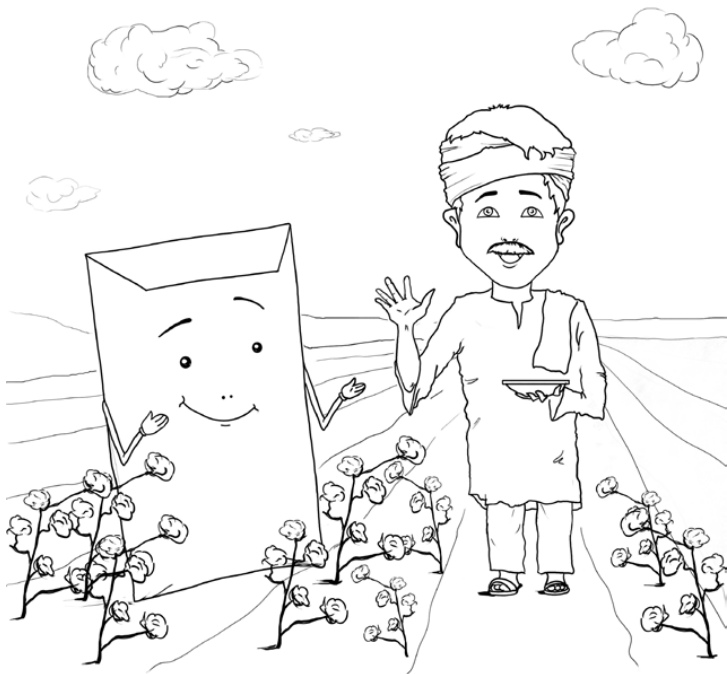
Hi

Let's go on a journey together and discover where I was made and why I'm so glad to be **your** Happy Book Bag™.

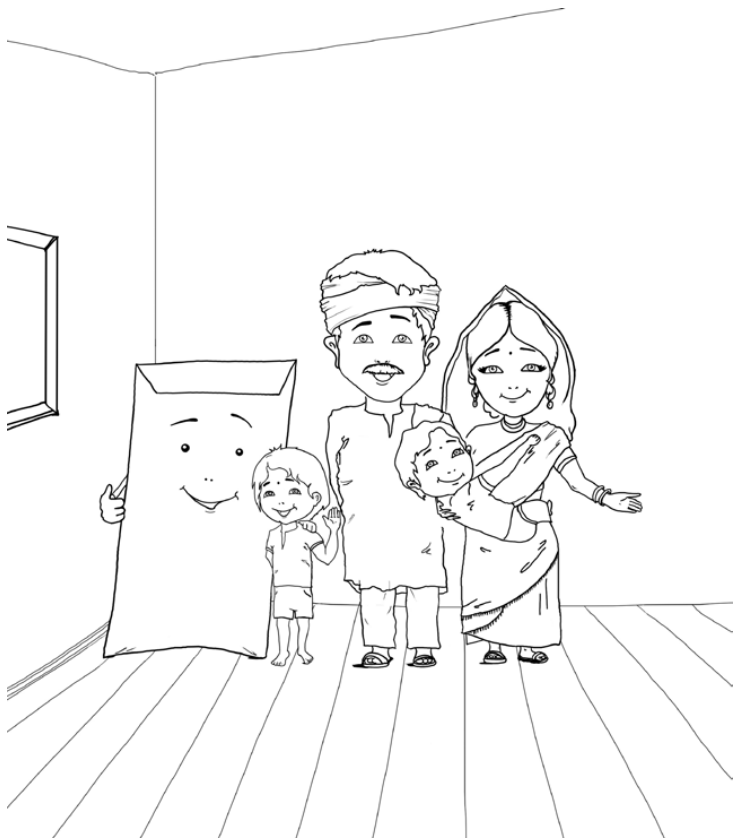
Sow

So...did you know sow means to plant seeds in a field?

Meet one of the farmers from India who sows the seeds, grows, and harvests the organic cotton I'm made of.



Wave and say “Hi!” to the farmer and his family.



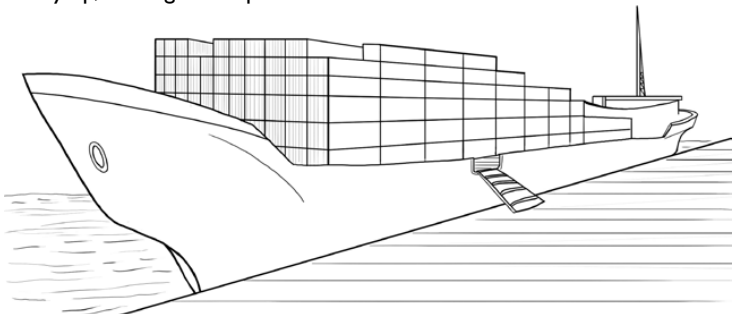
Give yourself a high five! You're helping this farmer feed his family without using any bad chemicals that can hurt people, plants, and animals. Way to go!

Go

My organic cotton is woven into big sheets of fabric that will make all my friends and me.



Then, the fabric sheets are shipped to New Zealand.
Hurry up, we've got a ship to catch...

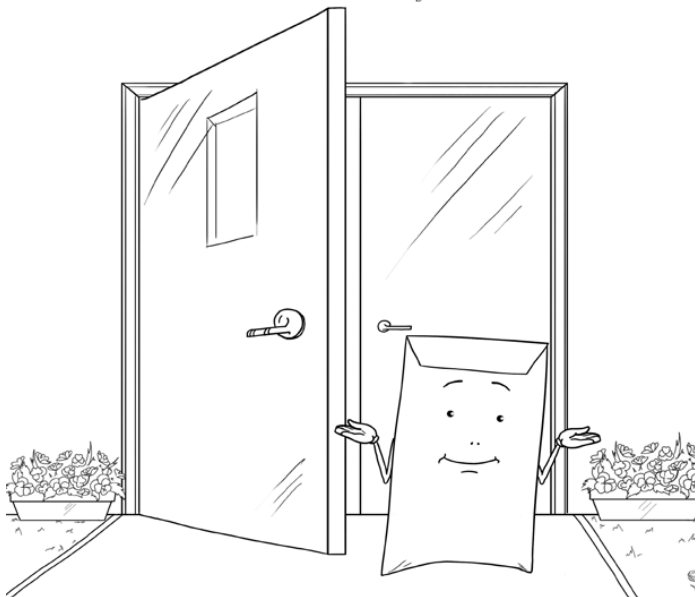


Let's hop on board for the ride... Wave to the ship's captain!

Sew

Yay! We've arrived in New Zealand, in Tauranga ...

What's that strange noise?



Let's step inside and find out.

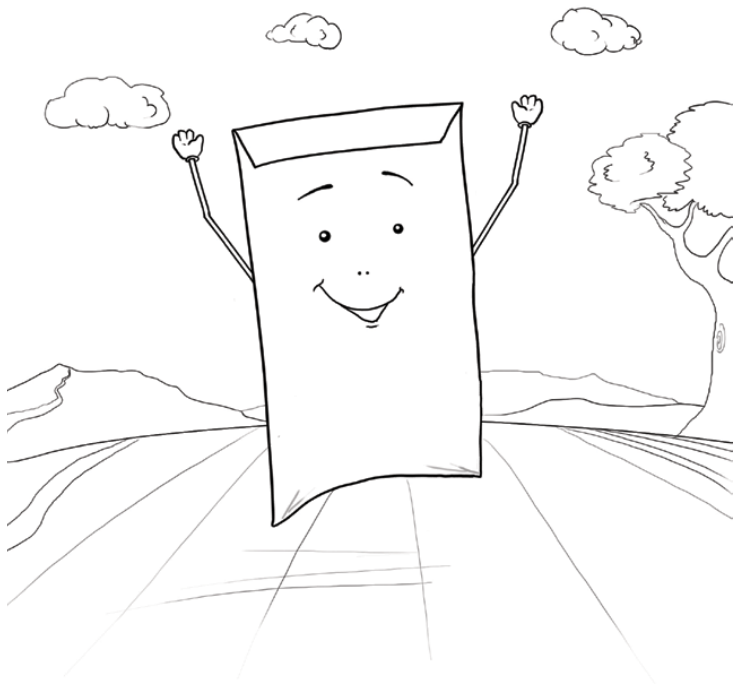
Wow, look at those sewing machines go! Let's meet Kathy.
Kathy sews the fabric to make all my friends and me.
Thank you Kathy!



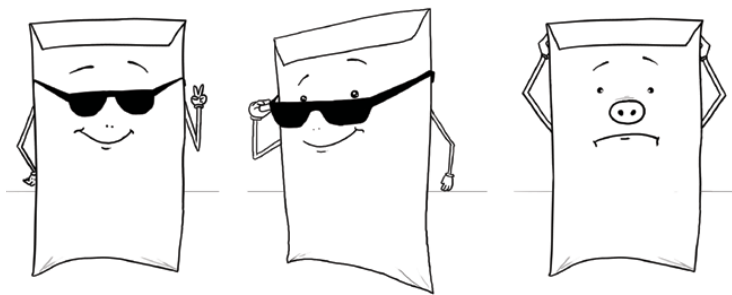
Wave goodbye as we leave. Give yourself a pat on the back! You're helping someone right here in New Zealand. Thank you for being a great member of **our community** where we all help each other to be happy!

Today

Today is a very very special day! I'm excited because I'm going to meet the most important person today... you!



Happy Book Bag™ is happy because I met you. You're my hero ! Thank you for helping all the people who made me and caring for the environment!



You can design and color me with markers, stickers, or sew on some patches. Maybe you want to give me a funny nose or glasses. I'm happy to be your book bag.

You can say: My book bag is my Happy Book Bag™ because

- it's with me
- it carries my books and doesn't break
- it's made from organic cotton, there are no chemicals
- its fabric is woven and sewn with love
- it has a special design made by me



CHANGE
TO GREEN

www.changetogreen.co.nz

Take a journey with Happy Book Bag™

Take a journey with Happy Book Bag™, starting with the farmers who sow and harvest the organic cotton. Meet Kathy, here in New Zealand, who sews every book bag with a little bit of love. The best moment is when Happy Book Bag™ meets the most important person of all, your child, who chose to make a difference in the world!



printed on 100% recycled paper