

Media Contact:  
Brittany Rouse  
Approach Marketing  
Brittany@approachmarketing.com  
630-362-5956



## FOR IMMEDIATE RELEASE

### LAINE AVENUE BRINGS ENTREPRENEURSHIP TO TEENS THROUGH NEW BACKPACKS

*Mother-Daughter Team Revolutionizing the Backpack Industry with Customizable Designs and Direct Selling Model*

COLUMBUS, OH (April 24, 2017) – A mother-daughter team is changing the way students shop for school backpacks and earn money through the launch of Laine Avenue. This groundbreaking company provides young adults with the opportunity to sell unique backpacks through a social selling model, allowing them to earn money and build critical life skills through exclusive access to the Laine Avenue Life Academy.

“Every year, I had trouble finding a backpack that fit my needs and my personal style,” said 16-year-old Emily Laine Miller, co-founder of Laine Avenue. “And with college in my future, I’m always looking for ways to earn money. Together, my mom and I decided we could solve both problems by creating really cool backpacks and giving teens like me a chance to sell them.”

Laine Avenue backpacks are the only backpacks on the market that can be customized through an interchangeable zipper flap. Made with durable brushed cotton and an ergonomic design, the backpacks can carry up to three 3 inch binders, plus a laptop, folders and notebooks—holding everything teens need for school while standing up to wear and tear. Laine Avenue convertible backpacks also include a detachable cross-body purse for carrying small essentials.

The Laine Avenue business opportunity for teens is simple: by becoming a Laine Avenue “Backer,” teens (in partnership with a parent/guardian) become entrepreneurs by selling backpacks to their friends and personal networks. Backers earn money through a commission on all products sold, as well as additional commissions for those they invite to become Backers. In addition to earning commissions, Backers have access to the exclusive Laine Avenue Life Academy, which provides videos and online curriculum for teens on relevant topics like financial literacy, peer pressure, relationships, time management and more.

“College debt is one of the biggest issues facing teens and their parents today,” said Lisa Laine Miller, Emily’s mother and co-founder of Laine Avenue. “While we can’t solve this problem through backpacks alone, Laine Avenue gives teens the opportunity to earn money on their own time, gain entrepreneurial experience and learn valuable life skills that will set them up for future success, no matter what career path they choose.”

Laine Avenue backpacks sell online or through Backer consultants starting at \$68, and the initial cost for a Backer startup kit is \$98 (a \$180 value). Backpacks are shipped directly to customers from Laine Avenue’s corporate office in Columbus, Ohio. To learn more, visit [www.laineavenue.com](http://www.laineavenue.com).

#### **About Laine Avenue:**

Founded by mother-daughter team Emily Laine Miller and Lisa Laine Miller, Laine Avenue is changing the way young adults earn and save money by becoming independent entrepreneurs selling unique Laine Avenue backpacks. The backpacks are the only customizable backpack on the market, with a zipper flap that allows teens to mix-and-match colors and patterns. Through becoming an independent Laine Avenue Backer, teens (in partnership with a parent/guardian) can become entrepreneurs, earn money and build valuable life skills through the online Laine Avenue Life Academy. For more information, visit <http://www.laineavenue.com> or follow on Instagram/Facebook/Twitter @LaineAvenue.

###