



FOR IMMEDIATE RELEASE

TULA ANNOUNCES NEW LINE OF KIDS BACKPACKS

Beloved babywearing brand launches new product category

September 15, 2017, San Diego, CA – Today, leading babywearing and lifestyle brand, **Tula**, unveiled its first ever line of backpacks, which will be available to consumers in late September 2017. International partners are able to get the first look at this new collection at Kind + Jugend, the leading international trade fair for baby and children’s product, held annually in Cologne, Germany.

With a European old school silhouette, the Tula Backpack will launch in five unique prints. Each bag is produced with high quality, water resistant fabric, and includes two exterior pockets, a sliding chest buckle, and padded shoulder straps to ensure comfort for children ranging from toddlerhood and up. Measuring at 12” (30.5cm) wide, 9” (23cm) high and 4” (10cm) deep, the kid-friendly size perfectly fits snacks, toys, and more.

The new Tula Backpacks includes the signature “Tuliki” lining and interior pocket, and will launch in design-forward Tula prints, including:

- “Play” – mustard yellow with Hearts
- “Blossom” – navy blue with pink flowers
- “Rainbow Showers” – mint green with rainbows
- “Stamps” – gray with a variety of whimsical characters
- “Stickers” – pink with a separate variety whimsical characters

For specific product details and for updates on availability, visit www.tulababy.co.uk

“We wanted to be able to offer new and exciting products for the families who have been with Tula since we started, and have grown out of their babywearing years, including my own,” said Tula Founder and President, **Ula Tuszewicka**. “Our Tula Backpacks join a growing list of exciting product offerings from Tula, that we hope will allow us to support our community’s parenting journeys in new and different ways.”

Besides baby and toddler carriers and ring slings, Tula makes a popular line of baby blankets, handbags, toy carriers, and now backpacks.

About Baby Tula

An award-winning industry leader, Baby Tula is proud to offer beautiful, easy-to use, versatile, and long-lasting baby carriers, which provide a comfortable, ergonomic method of supporting the bond between caregiver and child from birth through 4 years old and beyond. Tula Baby Carriers are available in a variety of prints, making them both useful and stylish! Baby Tula is proud to meet and exceed safety standards and norms, and is a business member of the Baby Carrier Industry Alliance (BCIA).

For more information, visit <http://www.tulababy.co.uk> or contact:

Christian Piencka, Marketing Director: Christian.Piencka@babytula.com