



# Press Release

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## Bixbee Unveils Imaginative New Collection for 2017 Back-to-School Season

**San Francisco, CA** – Bixbee, designers of fun + functional backpacks with a conscience, announced today the release of their 2017 back to school collections. The new collection includes additions to its Sparkalicious line of children's products, three new Animal Packs with newly designed matching lunchboxes, and a new backpack with LED light-up wings. With a patented, award-winning horizontal design that offers superior quality and ergonomic attributes, Bixbee's playful styles inspire children to embrace their imagination - all while teaching them the importance of giving back.

"When a child puts on a Bixbee backpack, we want him or her to feel transported to a place that sets their imagination a flight," said Bixbee CEO and co-founder Luis Garcia. "Our whimsical and fantastical designs inspire children to be creative and playful while at the same time instilling the importance and value of education."

The 2017 collection of backpacks, duffles and lunchboxes further expands Bixbee's product line to include a Fire Bird Flyer, LED Forest Pixie, Funtastical, Meme Space Odyssey and Soccer Star. The latest additions to Bixbee's animal packs collection include a Panda, Octopus and Unicorn. There's even a new 24-karat Gold Sparkalicious collection!

Bixbee believes that every child deserves access to the tools necessary to learn and succeed. For each backpack sold, Bixbee donates a schoolbag filled with school supplies to a child in need. It's all part of the company's "One Here. One There." social mission.

"Education is a fundamental part of securing a child's future," said Garcia. "This belief is at the heart of Bixbee's core values. Besides our customers' happiness, making a lasting impact on children in need is our greatest reward."

Bixbee backpack features include:

- Patented horizontal design with ergonomic features to help keep backpack weight at waist level and plenty of pockets to help distribute weight evenly across shoulders.
- Adjustable, contoured, air-mesh shoulder straps designed to achieve optimal fit and alleviate pressure points.
- Five exterior and seven interior pockets including a padded pocket for laptop/tablet helps keep kids organized.
- Tailor-designed in three sizes to fit children's unique measurements.
- Lightweight yet durable and water-resistant material.
- Reinforced corners that provide extra protection against wear and tear.
- Reflective accents that provide visibility and safety in low light.
- All products are certified PVC, BPA, phthalate, and lead-free.

Bixbee backpacks, duffles and lunchboxes are available for purchase now on <http://www.bixbee.com>.

### About Bixbee:

Bixbee's vision for helping kids reach their potential through education first took shape when co-founder and CEO Luis Garcia spent 4 months traveling and volunteering at schools and orphanages around the world. He realized that these kids were like millions of others – eager for an education, but lacking basic school supplies. Moved by his experience, Luis, a seasoned luxury product designer, set out to create Bixbee, a company modeled after the "Buy One, Give One (BOGO)" movement that provides unique products loved by kids and approved by their value conscious moms.

# NEW 2017 COLLECTIONS

Bixbee is excited to continue their legacy of socially-conscious style with the release of their newest collections.



### Fire Bird Flyer

The sky and stars await this winged marvel.



### LED Forest Pixie Flyer

Can light even the darkest forest with glowing wings that sparkle and shine.



### Unicorn Pack

They do exist! Only magical journeys ahead for this iridescent duo.



### Panda Pack

Only cuteness and cuddles for this world renowned little cutie.



### Octopus Pack

"Octopi" your child's imagination and have them dreaming about swimming through underwater kingdoms



### Sparkalicious Gold

Precious 24k backpack and accessories will glam up any runway.



### Meme Space Odyssey

Sharks and surfing dinos enter the galaxy of pizza planets and burrito spaceships.



### Funtastical

The perfect collection for a voyage of sweet delights and kaleidoscopic animals.



### Soccer Star

Goooooooooaaaal! A champion collection for the Soccer Star in the family.



### NEW Re-designed Animal Lunch boxes!

For more information, contact our press department at [press@bixbee.com](mailto:press@bixbee.com) or call 1-877-573-7833