



# PakNak™ Press Release

## Newsroom / Press Release

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### Portland Moms Launch PakNak™ Decorative Charms & Accessories for Backpacks

#### Have ginormous fun decorating with Naks!

*Put bugs, blossoms, and balls on your backpacks, bags, and belongings*

**Portland, OR – August 7, 2007–** Today [PakNak](#) launched a line of 20+ exciting new Nak designs for kids to decorate backpacks and other carrying bags in a fresh, fun way. Kids 4-12 years old have a blast with Naks by personalizing backpacks and bags with accessories that adhere directly onto their belongings. Naks are interchangeable, personalized, weather resistant, free-spirited designs that are quickly and easily attached and removed from backpacks. Naks stay stuck, and they are easily unstuck so kids can customize their personal belongings. Naks are wholesome, kid-conscious fun: dinosaurs, monkeys, ladybugs, baseballs and more add flair to the world of kids. Create, Collect, Trade, Accessorize!

PakNak is a new company founded in Portland, Oregon by two energetic entrepreneurial moms, with a vision to inspire kids to turn plain backpacks into personalized, ever-changing, colorful works of art. Naks make bags come alive in a fun, creative style. The PakNak family of products includes over 20 original designs with plans to expand to seasonal and custom works. The PakNak website hosts products, fun activities for kids and future products targeted at older kids and adults. Naks are sold for \$3.99 on the website and soon in retail locations.

PakNak is committed to giving back to underserved children by partnering with schools and other organizations to provide needed resources. "Schoolhouse Supplies is thrilled to partner with PakNak! Thanks to their generosity, children in 19 of Portland's high-need elementary schools will kick-off the school year not only with free backpacks filled with supplies, but also the newest and coolest in back-to-school gear.", Gayle Kellman, Executive Director, Schoolhouse Supplies.

#### About PakNak™

PakNak™ LLC is a mom-owned business based in Portland, Oregon, that sells decorative accessories for carrying bags. PakNak are patent-pending accessories that come in all shapes and sizes, with designs such as turtles, flowers, soccer balls, and more. PakNak is committed to providing wholesome, age appropriate designs to school-aged children. We take pins, patches, stickers and clip-on charms to a whole new level using Velcro® material. PakNak sticks to fun! For more information about PakNak, visit us at [www.PakNak.com](http://www.PakNak.com).

PakNak™ is a trademark of PakNak LLC. All PakNak products and functionality are patent pending.