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CONTACT:

Danielle Mazur or Julie Wolinsky
Packtoozi
703-489-5587
315-351-1631
info@packtoozi.com
www.packtoozi.com



Life on the Go with Kids Has Just Gotten Easier

“Introducing Packtoozi and its New Eco-Friendly Line of Organizational Products for Busy Parents”

ATLANTA, GA, July 11, 2008 - For all those who ever wished there was an easier way to stock, pack and tote around all “the stuff” needed to get out of the house with kids: Packtoozi has arrived.

Life on the Go. Made Simple. It’s not just a tag-line, Packtoozi means it. Created with busy families in mind, Packtoozi will change the way people live on the go. It’s a patent-pending system born to keep parents organized, prepared, and best of all, in style.

With babies and bigger kids alike, the challenge is the same: how to manage all the supplies. Packtoozi has the solution. It evolves with a family’s changing needs and is meant to last from birth through the college years. Packtoozi saves time, space, and, most importantly... sanity!

Launching today at the Atlanta International Gift Market, the Packtoozi booth colorfully displays how it all works: **stock** a **Packtoozi Supply Headquarters**, **pack** supplies in **Packtoozi Packs**, **tote** packs in a **Packtoozi Tote**, and you’re on your way. With functional labels and color coordinated components, it’s fool-proof. Packtoozi co-founder Danielle Mazur of McLean, VA explains, “We designed it that way for ourselves, so it’s tried and true. We loved how the system was positively affecting our own lives, and we wanted to share it with others.”

The Packtoozi pricing philosophy: “Enviro-friendly style within reach.” While domestic production and stylish organic cotton isn’t cheap to come by, Packtoozi products are functional by design and aimed to make life easier for families everywhere. You’ll get the maximum benefits and a discount by purchasing the complete system, but you can also shop a la carte. Details on how to buy Packtoozi products can be found on the company website **www.packtoozi.com**.

Packtoozi is committed to making a positive impact in the world. Packtoozi products are proudly made in the USA using 100% organic cotton and eco-friendly materials. Using the system also helps the environment by reducing the number of disposables used to tote supplies. “Our website features eco-conscious packing tips, and we encourage our customers to share their ideas too. If we each do our little part, together we can make a difference,” said co-founder Julie Wolinsky of Arlington, VA.

For a complete list of Packtoozi products, packing tips and more, visit **www.packtoozi.com**.

ABOUT PACKTOOZI – Packtoozi is an eco-conscious company that is dedicated to simplifying life on the go with kids. Based in Northern Virginia, it is a woman-owned small business started by two moms, a Columbia University social worker and a Harvard MBA. Packtoozi also supports a number of environmental and family related charitable causes.

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