

**IMMEDIATE RELEASE**

**FOR MORE INFORMATION CONTACT:**

**Hilary Abbott**

**Hilary Abbott Communications, Inc.**

**770/753-8144 or mobile 404/444-9977**

**abbottcom@mindspring.com**

**kokopax® COLLECTION MAKES DEBUT AT RETAILERS NATIONWIDE**

***New Juvenile Products Line Offers Distinctive Lightweight Baby Carriers and Coordinating Totes, Hats and Organic Accessories***

Henderson, NV – (May 27, 2009) – Henderson, Nevada-based kokopax®, debuts at retailers nationwide beginning June 1 with a range of fashionable and lightweight classic baby carriers, coordinating totes, sun hats and organic accessories.

The kokopax classic carrier collection is made of 100% cotton canvas and is available in six fresh and fun custom fabric designs including bubbles, buds, sailor, espresso, garden and licorice. The anodized aluminum frame and the comfortable shoulder straps adjust to fit the individual user. Other features include padded waist support, a pocket for extras, kickstand for easy loading, a 5-pt. safety harness and ties to secure the pax protector (sold separately). The carrier weighs approximately 2.7 pounds and is suitable for children ages 6 months to 2 years, or up to 35 pounds. Recommended retail for the kokopax classic carrier is™ \$179.99.

The carrier has passed all voluntary testing required under the ASTM F2549-08 Frame Child Carrier standard. kokopax® is a member of the JPMA Frame Child Carrier Certification Program and is also CPSIA compliant.

“We have had excellent retailer reception for the carrier because it provides a fresh and exciting new offering on the traditional framed baby carrier,” said kokopax founder Sarah Spoor. While using vintage frame carriers her mom found in thrift stores to care for her four young children, Spoor was inspired to create a carrier that was as comfortable and basic as the old carriers, but with updated features and a chic look.

A range of coordinating items to complement the kokopax classic carrier is also available including the blakely ring tote which offers style and convenience in one cool tote. Made from 100% cotton canvas with a durable nylon lining, the tote features an attachable mini-tote, three deep elastic pockets, one large zipper pocket, a convenient key fob and bottle/beverage compartment. Available in all six carrier fabric designs, recommended retail for the blakely ring tote is \$79.99.

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The savannah baby sun hat is offered in the sailor and espresso fabric designs. Made with 100% cotton canvas, the baby sun hat features a chin strap to secure to baby for the ultimate in sun protection. Available in sizes 6-12 months, 12-18 months and 18-24 months, the savannah baby sun hat has a recommended retail of \$19.99.

Carrier accessory items include the adorable koko, a plush toy monkey made with organic velour, and the pax protector, a soft washable cloth also made with organic velour. koko is designed to easily attach to the kokopax classic carrier and the pax protector ties to the kokopax classic carrier to provide a velvety resting place for baby's face. koko and the pax protector, both machine washable, are sold together at a recommended retail of \$24.99.

The kokopax collection is available at specialty juvenile products stores nationwide, through selected online retailers and at [www.kokopax.com](http://www.kokopax.com).

### **About kokopax**

Henderson, Nevada-based kokopax was founded in 2007 by Sarah Spoor, a mother of four young children. The kokopax collection includes a line of high quality, modern, lightweight framed carriers along with coordinating totes, sun hats and organic accessory items. For more information, visit [www.kokopax.com](http://www.kokopax.com) or call 1-888-565-6729.

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