



PRESS RELEASE
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For Immediate Release

A Cause to Celebrate:
AmeriBag Makes Generous Donation to Breast Cancer Charity

October 20, 2008. On Saturday, October 18th, at a festive fundraiser party and silent auction at the Bearsville Theater in Woodstock, AmeriBag co-founder and Executive Vice President Margery Gaffin presented Kingston-based charity Breast Cancer Options with a donation check of thirteen thousand, five hundred dollars (\$13,500). The generous donation was a result of proceeds from the sale of AmeriBag's Cause Bag, the little bag that was developed solely for the purpose of supporting a breast cancer charity.



AmeriBag co-founder and Executive Vice President Margery Gaffin with Breast Cancer Options Executive Director Hope Nemiroff.

"We are thrilled to be able to make this donation," stated Margery as she presented the check to Breast Cancer Options Executive Director Hope Nemiroff. "Your organization was right there with me when I was going through my treatment and you have helped so many others in amazing ways." Gaffin, a breast cancer survivor herself, recalled how representatives from the organization were by her side during her battle when she was going through her treatment. It was a heartwarming moment to see Hope's reaction when the check was presented, and one which Marge will always remember, "They had no idea of the amount," she said, "It was my time to give back."



Margery chose Breast Cancer Options as the charity to receive the donation at the beginning of 2008, while the Cause Bag was in production. The Kingston-based charity educates patients on treatment options, advocates informed patient choice and promotes public awareness regarding cancer risk reduction. They offer emotional, physical and even monetary support to women diagnosed with breast cancer. She felt confident that it was a deserving organization and would put the money to good use.

"We are amazed at the sum we were able to donate to this cause," states AmeriBag President and CEO, Irwin Gaffin. "The bag just sold and sold. In fact, many of the bags were sold out before they were even produced." The bag continues to be a hot selling item at AmeriBag's retail store in Kingston, AmeriBag Adventures, and will continue to be available through the end of the year. AmeriBag expects to make another donation at the end of 2008 from additional proceeds.

"I know that our friends at Breast Cancer Options are incredibly appreciative of this donation," reflects Margery. "Thirteen thousand dollars can go a long way to help them accomplish their goals, and we know that every dollar will be spent to help those in need."

The Cause Bag retails for \$25.00 and will be available for purchase through the end of the year. To purchase a Cause Bag or to find an AmeriBag retailer near you, please visit www.ameribag.com.

AmeriBag, Inc. was formed in 1987 and the Healthy Back Bag® tote was issued US Patent # D363599 in 1995. The shape of the Healthy Back Bag® tote is a registered trademark of AmeriBag, Inc. Developed with the help of a doctor, the Healthy Back Bag® tote was designed to reduce apparent stress on the neck, shoulders and back - improving posture and making the weight of the bag feel lighter. The unique shape and organizational design concepts have revolutionized the industry and have given way to other AmeriBag styles and products. Core values of the privately owned company, based in Kingston NY, are reflected in the uncompromising union of style, functionality, value and quality of product.

For more information or for press inquiries, please contact:

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