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## **More Than Just a Diaper Bag by Bumkins**

Rethinking the Classic One Bag at a Time

SCOTTSDALE, AZ – January 29, 2008 – Today's parents are balancing parenthood and careers more than ever and looking for the gear that takes them from the playground to the office. Bumkins Finer Baby Products® has rethought the once dreaded diaper bag and made it its very own with new features and a sharp sense of style. The redesigned and re-priced Grande Diaper Bag answers every parent's need of function and fashion.

Together with an oh-so low retail price of \$36.99, the Grande Diaper Bag keeps going as a gym or laptop bag after its days of toting diapers are over. A multi-functional twist on the classic design, this bag easily becomes two by reversing it inside out offering the pick of simple solid or perfect print. A smooth chocolate brown comes into sight that no dad would be ashamed of carrying. A favorite for any new mom to shop for, diaper bags have to look great and function even better.

Constructed out of light-weight and water resistant fabric, these bags make light work of braving the elements of modern motherhood. More well-thought-out features include reinforced straps, water resistant fabric and matching changing pad. With a total of eight pockets and a multi-purpose, metal ring for keeping cell phones and keys handy, even the most organize-challenged parent will find themselves answering after only one ring.

*Based in Scottsdale, Arizona, Bumkins Finer Baby Products was founded by Jakki Liberman, who through necessity, developed the original Bumkins products to assist her in caring for her four children. Bumkins has grown to offer an ever-expanding line of premium baby apparel and accessory products with a strong focus on function and design. [www.bumkins.com](http://www.bumkins.com)*