

PRESS RELEASE

SAMSONITE "BLOSSOM" DAY CARE BAG

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Stylish Bag with Anti-bacterial Lining

As a part of Samsonite's new Blossom Changing Bag Collection, the mid-sized Blossom Day Care Bag is big enough for all the essentials, yet not so big that you'll carry unnecessary items around.

All external surfaces are **stain-proof** and **easy to wipe** clean. Internal surfaces have an **anti-bacterial**, wipe-clean lining for added hygiene—as does the washable changing mat with **padded pillow for head support**.

Other mommy-friendly features include an internal key clip that keeps your keys safe and easy to find, internal mesh pockets for mom's essentials, and an external compartment for your mobile, pens, wallet and cards.

The Day Care Bag comes in cherry red and cherry blossom.

Recommended retail price: £54.99

www.baby-travel.com

Also available in this collection: Maternity/Weekender Case and Slouch Bag.

Notes to Editors

1. For your convenience, shortened text versions of this press release are included below.
2. W|H|L Weybury Hildreth Limited has partnered with the Samsonite Corporation to bring the the mix of style, quality and reliability for which Samsonite is recognised Samsonite Nursery Collection to modern, active parents. Now available to parents are our unique **Pop-Up Travel Cots**, **Baby Carriers**, and contemporary range of **Changing**, **Maternity and Travel Bags**.

For more information please contact Lee-anne Simpson
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70 words: Samsonite's stylish new Day Care Bag is big enough for all the essentials. And it's well designed so you can easily find everything inside the bag—including your keys, mobile, pens and more. External surfaces are stain-proof and easy to wipe clean. Internal surfaces have an anti-bacterial lining for added care. Includes an anti-bacterial, washable changing mat with padded pillow for head support. Comes in cherry red and cherry blossom. Recommended retail price: £54.99

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43 words: Samsonite's Day Care Bag includes an anti-bacterial changing mat with padded pillow. It is designed so you can easily find everything inside the bag. External surfaces are stain-proof and easy to wipe clean. Internal surfaces all have an anti-bacterial lining for added care. Recommended retail price: £54.99

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32 words: Samsonite's Day Care Bag has external surfaces that are stain-proof and easy to wipe clean. Internal surfaces all have anti-bacterial lining for added care. The anti-bacterial changing mat has a built-in pillow. Recommended retail price: £54.99

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28 words: This Day Care Bag is stain-proof and easy to wipe clean. Internal lining has anti-bacterial coating. The anti-bacterial changing mat has a built-in pillow. Efficient, yet very stylish. Recommended retail price: £54.99. www.baby-travel.com