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## **The E.B.D. Carry-all:**

**Designed for the pet parent on-the-go who wants to carry Everything But the Dog!**

**Atlanta, GA** – June 4, 2007 – Ribbons & Bow-wows introduced its first product, The E.B.D. Carry-all at the H.H. Backer Christmas Tradeshaw, October 6, 2006. Designed by an ergonomist, Jamye Hickman, this all-in-one travel bag is specifically designed for the pet parent on-the-go who wants to carry everything but the dog.

“Think of it as a doggy diaper bag ergonomically designed with functionality and style,” states Jamye Hickman. “I was a new pet parent and traveled often with my little Shih Tzu, Zoe-Joe (pronounced Zoey Jo). I needed a bag for all her stuff, but could only find a bag to put her inside. I used my skills as an ergonomist to analyze the needs of a pet parent and incorporated those needs into one stylish carry-all.”

The E.B.D Carry-all has an integrated poop bag dispenser pocket, temporary leash lock, and specially designed pockets to hold hand sanitation canisters, cell phone/mp3 player, and vet records. With eight additional interior pockets and a large space for a blanket, pet parents have plenty of room for Fido’s favorite items. In addition to those great features, the carry-all comes with coordinated food and water bowls, indoor/outdoor blanket, and a freezable gel pack. The sleek, stylish exterior makes it a great pet product that compliments your personal style.

Since its October debut, the E.B.D. Carry-all has gained local and national attention. In the December 2006 issue of *Pet Product News*, the E.B.D. Carry-all was featured in the article “Gifts for the Pampered Pet”. In the January 28<sup>th</sup> Sunday Edition of the *Atlanta Journal Constitution*, Ms. Hickman was on the front page of the Sunday Living section with a teaser reading, “Jamye Hickman of East Point, GA has the pampered-pooch market in the bag”. In the April 2007 issue of *Pet Style News*, the E.B.D. Carry-all was featured in the article, “Traveling in Style”. Recently, The E.B.D. Carry-all received Pet Product News International’s Editor’s Choice Award for Best New Product of 2007!

### **About Ribbons & Bow-wows, LLC & Jamye Hickman**

Ribbons & Bow-wows was founded to provide doggy parents with affordable, pet necessities ergonomically designed with functionality and style. Owner and designer, Jamye Hickman, is a PhD candidate in Engineering Psychology at the Georgia Institute of Technology in Atlanta, GA and has been an active member of the Human Factors and Ergonomics Society for six years.