



## **A NEW LEADER OF THE PACK**

### ***Baby Sherpa Launches Alpha Sherpa 5-in-1 Backpack***

Award winning [Baby Sherpa®](#) is pleased to announce Alpha Sherpa, the newest addition to its growing family of products aimed at families and people on the go.

Alpha Sherpa is the ultimate hybrid laptop backpack on the market. This 5-in-1 backpack can carry your 14 inch laptop, your lunch or snacks in the built in cooler, mobile video devices, and what ever other gear you might need to pack. Family members of all ages will love the technical and practical design for carrying their stuff.

Travellers and commuters need gear that multi tasks and the hybrid Alpha Sherpa is one backpack that will work with your work detail, sporting events, commuting or travelling. Each ruggedly designed Alpha Sherpa Backpack has nine pockets plus a laptop sleeve.

Here's a look at a few key features:

- A padded laptop compartment safely holds most 14" computers
- Soft-sided cooler compartment with capacity of 8 cans
- Rugged construction
- Video camera and DVD padded pouch
- Ergonomically designed with padded shoulder straps
- Padded air mesh back panel with ventilation channels for breathability
- Heavy duty lug handle
- Spacious main compartment

"Our customers have been asking for a backpack that they can use for carrying their laptop and other mobile devices. Alpha Sherpa™ adds this feature to the Baby Sherpa® original design," explains Heather Campbell-Dewar CEO and founder, "individuals with an Alpha Sherpa will lead the way, no matter what pack they prowl with!"

"We expect this to be a must have for the savvy traveller or commuter. College students also love the design and the multi tasking nature of the Alpha.

In addition to the features above, Alpha Sherpa Backpacks come with ultra-tough zippers, a Bungee X cord for extra storage (perfect for towels on beach trips!), key retrievers, loops and clips, two accessory pouches for smaller items or your mobile devices, sternum and waist belt straps for added support, and reflective tape for added safety in the dark. Comes in unisex Black Graphite ripstop nylon that's easy to clean and water resistant, MSRP \$119.

**[Baby Sherpa®](#), Alpha Sherpa™ and Short Haul Sherpa™ are high quality, versatile backpacks that simply out-pack the competition. Technically and ergonomically designed, they are non-toxic, PVC and lead free. Safety tested and consumer compliant, they are a favorite with active parents the world over.**

*Baby Sherpa® is a leading edge designer of gear-carrying solutions designed to simplify and help organize active families. They also manufacture Safe2Go "Kiddie Karacter" safety harnesses. Founded in 2002, they have received various juvenile product awards for excellence and innovation. Offices are located in Winfield, Illinois and Stony Mountain, Manitoba, Canada.*

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