



BABY SHERPA BAGS A 'TIGER'

Legendary Golfer Adds Award Winning Bag to Collection: Perfect Pick for Golfing Dad on your Christmas List

November 7, 2007 – Imagine the squeal of delight when, at age 7, the tiny 'lifelong' golfer saw an envelope arrive from Tiger and Elin Woods.

"I'm a big fan of Tiger's," said Camryn Dewar, daughter of **Baby Sherpa™** diaper backpack creator, Heather Campbell-Dewar, "We both started golfing when we were really little so when Tiger had a baby, I begged my Mom to send him a Sherpa."

Not once did Camryn dream of receiving a hand-written, personal thank-you note but that's exactly what she got. "Now we've both got something special as keepsakes."

"**Baby Sherpa™** has quickly become a favourite of active parents all over the world," said CEO, Heather Campbell-Dewar. "It has been field tested on golf courses as well as on trains, planes and automobiles." The champion of all diaper bags is also top of its class with a growing list of awards including recent recognition by Dell Canada for Small Business Excellence.

"As we head into the Christmas season, Tiger isn't the only golfer who should be a proud owner of a **Baby Sherpa™**," she said. "These bags are rugged and especially appealing to Dad's. What better way to become a champion in your own home than by helping Mom do the heavy lifting."

Baby Sherpa™ and **Short Haul Sherpa™** are high quality, hands-free performers that simply out-pack the competition. Technically and ergonomically designed, they are non-toxic, PVC and lead free and feature four gear bags in one – cooler, diaper, video and personal.

***Baby Sherpa™** is a leading edge designer of gear-carrying solutions designed to simplify and help organize active families. Founded in 2002, it has received various juvenile product awards for excellence and innovation. Offices are located in Winfield, Illinois and Stony Mountain, Manitoba, Canada.*

Baby Sherpa products are available at leading retailers nationwide and online at www.babysherpa.com.

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