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Sea Bags Launches 2023 Cure Campaign Collection

In its 17th year, the Sea Bags Cure Campaign supports cancer programs and raises breast cancer screening awareness for Maine Cancer Foundation.



Portland, ME, October 13, 2023 - [Sea Bags](#), the Maine-based designer and manufacturer known for its stylish and durable bags, totes, and accessories all made from recycled sails, is pleased to unveil this year's design for its 17th annual [Cure Collection](#) in support of Breast Cancer Awareness Month. From October through the end of the year, Sea Bags will contribute 20 percent of the limited-edition collection's sales to [Maine Cancer Foundation](#), leading an effort to promote and support the most promising and effective cancer fighting programs available to the people of Maine.

Sea Bags launched its Cure Campaign in 2006; over the years, the campaign's annual unique designs have raised more than \$100,000 in donations for cancer fighting programs and awareness initiatives across Maine and nationally. This year's design features a stunning bright fuchsia anchor adorning classic blue and white Breton stripes. Meant to evoke hope, strength, and resilience—qualities epitomized by those affected by the disease—the anchor collection comprises three products: a medium tote, a crossbody bag, and a large wristlet.

"Each year we look forward to our Cure Campaign and to working with Maine Cancer Foundation. This collection reflects our commitment to innovative design as well as our dedication to making a positive impact in our community. We are proud to support an

organization that works so tirelessly to improve the lives of those affected by cancer," said Beth Greenlaw, Sea Bags President and Chief Sustainability Officer.

"It has been amazing to witness the partnership between Sea Bags and Maine Cancer Foundation grow stronger each year," said Ray Ruby, Executive Director of Maine Cancer Foundation. "Not only are these bags rugged, they also send a message of hope. We are all doing what we can to improve the lives of others in our communities."

The Medium Tote retails for \$160, the Crossbody retails for \$75, and the Large Wristlet retails for \$45. The limited edition collection will be available online at www.seabags.com and in select Sea Bags' retail stores through December 2023.

About Sea Bags

Incorporated in 2006, Sea Bags started by making fun, functional, and stylish totes from reclaimed sail cloth in the historic Old Port district of Portland, Maine. Today, the company employs nearly 300 people—all dedicated to the mission of saving sails from landfills while creating a diverse line of totes, bags, and home goods that feature material from recycled sail cloth. The extensive use of reclaimed sail cloth is unique to Sea Bags. Signs of hard sailing can be seen in Sea Bags' creations, making them as individual and unique as their owner. The Sea Bags flagship retail store is located on Commercial Street in Portland, Maine, and the headquarters, sail redemption center, design offices, and factory store are located around the corner at 25 Custom Wharf House on Portland's working waterfront. Company-owned retail stores are in Maine, New Hampshire, Massachusetts, Vermont, Rhode Island, Connecticut, New York, New Jersey, Delaware, Maryland, North Carolina, South Carolina, Florida, Michigan, and California. To learn more about Sea Bags and the stories their sails tell, visit www.seabags.com.