

Sea Bags Mother's Day Gifts that Give Back

In it's 16th Year, the Sea Bags Mother's Day
Cure Campaign Helps Cancer Support Programs,
this year in partnership with the **Maine Cancer Foundation**,
with a tote, wristlet, and print featuring a design by **Maine artist Valerie Paul**

Portland, ME, April 4, 2022- Sea Bags, the Maine-based designer and maker of bags, totes and accessories all made from recycled sail cloth, continues their commitment to give back to the community heading into Mother's Day. This year they have created a limited-edition tote and wristlet in a print featuring the beautiful pink dragonfly design by local Maine artist Valerie Paul. Twenty percent of sales from these products will be donated to the Maine Cancer Foundation, leading an effort to promote and support the most promising and effective cancer fighting programs available to the people of Maine.

The Cure Campaign was created by Sea Bags in 2006 as a nod to the founders' mothers. "Each year we look forward to our Cure Campaign and to working with Maine Cancer Foundation. These specially designed Sea Bags have garnered support from near and far as a way for our customers to show support to all of those in their lives affected by cancer." said Beth Shissler, Sea Bags President and Chief Sustainability Officer. "Being good stewards to our community is a cornerstone of our business and supporting Maine Cancer Foundation helps ensure all Mainers have access to critical cancer prevention, screening and treatment resources."



Sea Bags and artist Valerie Paul have partnered together since 2019 and were thrilled to expand their partnership for this campaign. The dragonfly in every shade of pink represents hope and transformation. "I'm so grateful to have the relationship with Sea Bags and to be able to give back with this collaboration is wonderful and humbling," said artist Valerie Paul. "The dragonfly is a symbol of adversity and overcoming challenges for many people."

“In 2021 we raised close to \$14,000 for the Cure Campaign,” said Tara Knupp, Director, Merchandising & Product Development of Sea Bags. “We are excited to continue to partner with Valerie and MCF, hoping to exceed our goal in 2022. Valerie’s beautiful designs serve as a reminder to let nothing weigh you down and always enjoy the feeling of the sun on your wings—the perfect gift for any Mom in your life.”

“This continued support of Sea Bags and other community partners enables Maine Cancer Foundation to continue our programming efforts,” said Kelly Martin, Interim Executive Director of Maine Cancer Foundation. “With their help we are able to make a difference and change the story of cancer in Maine.”

The limited edition collection will be available online at www.seabags.com and in Sea Bags retail stores beginning April 1, 2022 through the end of May.

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 175 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. As of 2021, Sea Bags iconic Totes and Bucket Bags are GreenCircle Certified for recycled content. The new Sea Bags flagship retail store is located on Commercial Street in Portland Maine, and the manufacturing headquarters and factory store is located around the corner on Custom Wharf House on Portland, Maine’s working waterfront - where you can see firsthand the bags being made. Company-owned retail stores are located in Maine, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Delaware, Maryland, South Carolina, Florida, Michigan and California. To learn more about Sea Bags and the stories their sails tell, visit www.seabags.com