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**Willoughby Design Introduces WilloBAG™:
Reusable Tote Bags to Remember**

Self-designed, environmentally friendly bags now available online

Kansas City, Mo. – Plastic bags’ days are up at Willoughby Design. What began as a holiday gift for the company’s clients in 2007 has grown to a complete line of WilloBAG tote bags designed by the Willoughby team as an alternative to disposable plastic bags.

The original concept was to create a Willoughby-branded, stylish, reusable bag design. That led to a bigger design problem. The team realized that no matter how great the design concepts, the actual bags they were putting the designs on were big, bulky and awkward to store.

“Instead of thinking about just putting another trendy graphic on a plain bag, we started thinking about what kind of bag could function as both a stylish accessory and be easier to store in your car, purse, pocket or pack so you actually remember to use it,” said Megan Semrick, vice president of brand innovation at Willoughby.

This realization lead to the “don’t forget the bag” concept. The bold-colored WilloBAG collection includes five designs, each featuring graphics and messaging that playfully reminds users: “Don’t forget the... ArtiTOTE, BAGnanas, TOTEmatoes, CabBAGe or CARROTall.”

Manufactured by BAGGU bags from 100 percent ripstop, machine washable nylon, each WilloBAG holds about as much as three plastic shopping bags. When the shopping is finished, WilloBAGs fold into an easy-to-store, matching pouch.

“Creating a sustainable world is at the heart of our business,” said Steve Robbins, director of new business and sustainability. “It has always been an intentional initiative to think of everything we do in terms of environmentally friendly graphic design. We saw this as an opportunity to tangibly demonstrate our dedication to creating a more sustainable world through packaging and design outside of our client partnerships.”

The ArtiTOTE bag recently received an award of merit from *HOW Magazine's* 2008 Promotion Design Awards in the designer promotions category and a 2007 Kansas City Addy award in the self-promotion category.

The complete WilloBAG collection is available online at willobag.com. The five-tote set is available for \$40, or individual totes are available for \$10.

About Willoughby Design

Willoughby Design is a strategic brand design and innovation firm. Founded in 1978, the company lists among its clients Hallmark, Peruvian Connection, Lee Jeans, Wonder Bread, United Nations and the Kauffman Foundation. The Kansas City-based firm is a member of AIGA, the professional association for design. More info: www.willoughbydesign.com

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