

Jewels
AND
PINSTRIPES
CELEBRITY & VIP GIFT BAGS FOR
CHARITY AND HIGH PROFILE EVENTS

For Immediate Release

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**JEWELS AND PINSTRIPES ANNOUNCES 2009 BACK TO SCHOOL CELEBRITY KIDS
GIFT BAG AND AUCTION TO RAISE PROCEEDS FOR CARE TO LEARN FOUNDATION**

PLEASANTON, CA, August 19, 2009 -- Jewels and Pinstripes, one of the nation's premier gift bag companies, dedicated to raising money for charitable causes, announced today the contents of its Back To School Celebrity Kids Gift Bag for 2009. The gift bag, valued at more than \$1,100, includes a wide assortment of fashion-forward children's products to prepare top celebrity kids for their first day of school with such essentials as backpacks, lunch boxes, eco-friendly apparel, accessories, kid-friendly stationery, gift certificates and many other fabulous products.

"Back to School is such a special time of year and we are ecstatic to be the resource for busy celebrity parents by showcasing top children's products and apparel available for 2009," said Julie Kenney, founder and president of Jewels and Pinstripes. "We continue to be overwhelmed with the celebrity response of our Back To School Gift Bags from 2008. Many products from our 2008 Back to School Celebrity Kids Gift Bags were sighted with the children of Jennifer Garner and Ben Affleck, Gwyneth Paltrow and Chris Martin, Heidi Klum and Seal, Brooke Shields, Courteney Cox and David Arquette, Kelly Ripa, Denise Richards and more! We are looking forward to another wonderful year of pleased celebrity parents and well-deserved awareness of our selected charity.

Jewels and Pinstripes also announced the launch of a special charity auction of a Back To School Gift Bag on eBay to benefit the Care To Learn Foundation, a children's charity founded by Brad Pitt's brother, Doug Pitt, which provides emergency needs for K through 6th grade children. The auction, which includes a separate auction of a Zigo Leader Carrier Bicycle, worth over \$1,300, will launch on September 9th with 100% of proceeds benefiting the Care To Learn Foundation. Our Back To School participants stride rite, Stephen Joseph, The Lunch Bunch, Mabel's Labels, and TinyPrints.com have also committed to donating additional items to support this worthwhile charity. To date, Jewels and Pinstripes has raised more than \$300,000 for charity since its inception in 2004.

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“We are overjoyed that Julie Kenney and Jewels and Pinstripes chose to partner with Care To Learn,” said Doug Pitt, Founder of Care To Learn Foundation. “We are humbled by their generosity and look forward to a successful auction and many more future contributions as a result of the awareness brought to our amazing cause.”

The 2009 Back To School Celebrity Kids Gift Bag includes the following:

Tiny*Prints, Gift certificate for personalized party invitations (\$500 value), plus kid-friendly thank you notes. tinyprints.com

Lillybee, Lillybee began with the simple desire to create beautiful goods. Our love of knit goods has enabled us to bring to baby what grown-ups have enjoyed for so long. We use the finest cashmeres and cottons so that the little ones stay comfortable and cozy all year long. lillybee.com

Little Passports, Little Passports is a global adventure for children that combines the best of offline media and online games. Each month your child will receive a mailed package introducing a new country and containing: an adventure letter from characters Sam and Sofia, fun souvenirs, an activity sheet, stickers/photos, and a collectible boarding pass to access online games and activities. littlepassports.com

stride rite, TT Shawna for girls and TT Bolton for boys, The Toddler Tech collection provides ultimate comfort and style for back to school. striderite.com

Balanced Day Lunch Kit, The Balanced Day Lunch Kit helps to promote healthy eating habits by allowing parents to sort food according to categories and food groups. Two separate labeled compartments help to give balance to our children's busy schedules! balanceddaylunchkit.com

Stephen Joseph, Kid-friendly designs that coordinate in a wide array of products for school, home and more! Recipient will receive a girl or boy themed back pack and hoodie sweatshirt. stephenjosephgifts.com

Vemma NEXT™, Ideal for children 2 to 12, Vemma NEXT is the finest and most complete children's supplement available anywhere. Recipients will receive a gift certificate for a one-month supply. vemmas.com/next

Mabel's Labels, Mabel's Labels Ultimate Back-to-School Combo! With Skinny Mini's, Tag Mates, Shoe Labels & Bag Tags there is a label for all your school supplies & gear! mabel.ca

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Lunch Punch, The Lunch Punch® is taller than cookie cutters and specifically designed to capture the most amount of bread, making it easy to cut through two pieces of bread and spread while still keeping sandwiches light and fluffy. Plus, The Lunch Punch® is kid friendly and dishwasher safe.

lunchpunch.com.au

Hatchling Kids, Hatchling 100% organic Supima® cotton, azo free dyes, and non-toxic environmentally safe ink cotton tees feature bright, fun colors and playful graphics for the little peeps! Made with love in the U.S.A. hatchlingkids.com

Kidorable, Kidorable delights both children and the adults who love them by transforming everyday rainwear, backpacks, knitwear and towels into objects that excite their imaginations and enrich their lives at play. kidorable.com

Smart Girls Who Surf/SufVival, Smart Girls Who Surf/Surf-Vival, Grab-N-Go kit, FAA approved and includes: 2 oz. CHEMICAL and PARABEN FREE SPF 30+ sunblock, 2 oz. lotion, 2 oz. conditioner (SPF 7), glycerin soap, lip balm, and a comb. Boys will receive the new Organic SPF 32 face stick, lotion and an Iced Pear lip balm. smartgirlswhosurf.com

eco-ditty™, Zero Waste Lunch: When you use a 100% organic cotton eco-ditty™ bag to carry your perishable and dry food items, you're keeping a plastic sack out of the landfill and dangerous toxins out of your body. Just wash and use it again and again! ecoditty.com

Kula Klips, Kula Klips are the hip clips for girls, the must have accessory! This Canadian based company also carries pacifier clips, kula bands and pony-o's. kulaklips.com

Myself Belts, Designed for children ages 2-10, Myself Belts' one-handed closure allows children to master the challenging task of fastening and unfastening a belt on their own – easing frustrations while promoting independence and boosting self-esteem. myselfbelts.com

The Watergeeks Laboratories, The Watergeeks Laboratories Kid-Friendly Stainless Steel Bottles are BPA-Free and extremely durable. The 12 oz size is perfect for packing in school lunches, and the ergonomic design makes it easy for children to hold. The kids' bottles are extremely versatile and come with either a sippy adapter for babies and toddlers or a sport cap for older children. thewatergeeks.com

Additional Product Auctions To Benefit the Care to Learn Fund

ZIGO, Zigo Leader Carrier Bicycle, The first mom- or dad- powered family transportation system. Place one or two children in the ChildPod, put on a helmet, and you're ready to ride. The LeaderLink System allows the Leader to uncouple in 30 seconds or less, transforming it into the separate elements, Zigo ChildPod and Zigo Cycle., *Retail Value \$1,349*



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About Care To Learn

CARE TO LEARN FUND was established in April of 2008 by Doug Pitt with donations from the Jolie-Pitt foundation, Jim D. Morris and an anonymous donor. The fund provides support for Springfield Public School students to immediately meet basic hunger, health and hygiene needs often before students leave school on the same day. The Foundation for Springfield Public Schools manages and distributes Care to Learn Fund contributions. www.caretolearnfund.com

Additionally, for every dollar the charity raises, the following sponsors have agreed to match it: The Jolie-Pitt Foundation, Jim D. Morris, St. Johns and a private donor.

About Jewels and Pinstripes

Founded in October of 2004, Jewels and Pinstripes is a premier designer of luxury gift bags, specializing in creating VIP thank-you bags for charity benefits and high profile events. Inspired by the dedication of the organizations it works with, Jewels and Pinstripes regularly donates gift bags for auction, and has raised more than \$300,000 for charity through events that include American Cinematheque Gala, Indianapolis 500, EXTRA Awards Lounge, MusiCares® Person of the Year Tribute during Grammy Week®, Muhammad Ali's Celebrity Fight Night to name a few. Oprah Winfrey, Halle Berry, Patrick Dempsey, Jamie Pressly, P.Diddy and Gwen Stefani top the long list of lucky Jewels and Pinstripes recipients.

In early 2007, Jewels and Pinstripes began creating celebrity baby and pregnancy (BUMP) gift bags while continuing to provide gift bags for charity and high profile events. Due to the success of our BUMP and Baby Bags we are now creating Celebrity "It's Fun to be One", Celebrity Children's Birthday and Back to School Celebrity Kids Gift Bags. Jewels and Pinstripes gift bags and the adorable contents regularly attract the attention of leading media outlets or have been seen in/on: The View, Oprah Winfrey Show, People Magazine, Pregnancy Magazine, Us Weekly Magazine, OK! Weekly, Life and Style Weekly, Celebrity Baby Blog, TyraShow.com, In Touch Weekly, Extratv.com, Entertainment Tonight Online, momlogic.com and many others. Angelina Jolie and Brad Pitt, Ben Affleck and Jennifer Garner, Naomi Watts, Heidi Klum and Seal, Kelly Ripa and Mark Consuelos, Jennifer Lopez and Marc Anthony are just a few of our celebrity parents that have received our baby and children gift bags. For more information about Jewels and Pinstripes, please visit our website at www.jewelsandpinstripes.com

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