

# Apera Launches Kickstarter Campaign

*New Fitness + Business Backpack with Discounts for Student and Military*

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## APERLAUNCHES KICKSTARTER CAMPAIGN

eBags Co-Founders Launch Tech Pack Pro Backpack – Featuring Air Tunnel System

Denver, CO, June 7, 2016 – Denver-based Apera LLC, an innovative fitness bag company, has launched a Kickstarter campaign to produce their latest fitness bag concept, the Tech Pack Pro.

Apera Tech Pack Pro Kickstarter Campaign: <http://kck.st/1Y6MVDL>

Special reward levels are available for students and members of the military.



The Healthy Fitness + Business Backpack – Featuring the Air Tunnel System

The Tech Pack Pro features the innovative Air Tunnel trampoline system. This intelligent solution keeps the back of your bag away from your body, reducing perspiration while maintaining comfort and stability. So you'll arrive feeling – and looking – cool.

Apera's pedigree is bags. Founded by industry veterans Andy Youngs and Frank Steed (co-founders of eBags), they, along with their advisory board and investors, possess over three decades of experience in the retail, bag and luggage business in companies such as Samsonite, Case Logic, Thule, Tumi, Speck, Google, and eBags.

How is Apera different? Most fitness bags stink. Literally. They lack organization and separation, so your clean gear gets mixed up with your wet or sweaty stuff. Or your tech items are comingling with your undergarments. And we're all used to that funky smell your bag gets after leaving unwashed or wet items in it, right?

Not with the Apera Tech Pack Pro. This bag is so much more than meets the eye (and nose).

All Apera bags, including the Tech Pack Pro, are designed with healthy features – antimicrobial product protection to resist bacterial odor, vented compartments, wipeable linings, a water-resistant

base, and a separate, Fit Pocket washable insert.

The Apera Tech Pack Pro also transcends the assumption that you need a separate bag for each of your business, fitness and daily activities. With dedicated and intelligent storage areas for work, fitness, and other accessories, the Tech Pack Pro easily transitions from the boardroom to the weight room, and all points in-between. This bag is truly the work, play, all-day, every day backpack.

Apera also believes in inspiring all athletes – they donate one bag to a Special Olympics athlete for every three bags they sell. This type of involvement furthers Apera’s commitment to inspire and positively impact all athletes along their fitness journeys.

For more information on Apera, please visit: [www.aperabags.com](http://www.aperabags.com)

For Apera’s Tech Pack Pro Kickstarter campaign, please visit: <http://kck.st/1Y6MVDL>

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