

Real Dads Love Real Tree Camo Diaper Backpack

Written by Australian Business

STONY MOUNTAIN, MB, October 14, 2013 **/24-7PressRelease/** -- Camo is huge with consumers of all ages. Dads are no exception! The popular TV show Duck Dynasty has increased the demand for camo.

"Dads are very involved with their children and need a gear bag tailored to their needs," said Heather Campbell-Dewar, CEO of Baby Sherpa . "Dads (or soon-to-be Dads) really like the sporty look and hybrid 4-in-1 combination of Baby Sherpa . It is the perfect gift—especially with Christmas fast approaching."

Baby Sherpa founder Heather Campbell-Dewar and her family recently attended NHRA Drag races in Brainerd, Minnesota and gifted Top Fuel Racer, and soon to be dad, Morgan Lucas with the Real Tree Camo Baby Sherpa. Top Fuel drag racing is one of the most extreme sports but Lucas says parenting is an extreme sport and his new diaper backpack will help him deliver.

"Morgan was thrilled to get a Baby Sherpa and really loved the Real Tree Camo. He is an avid sportsman and Duck Dynasty Fan. His favourite features are the built in cooler and the key retrievers," said Campbell-Dewar. Other Baby Sherpa owners include Drag racer Ashley Force Hood and NASCAR driver Jimmie Johnson.

Baby Sherpa is a high quality, hands-free performer that outpaces the competition. Technically and ergonomically designed, it features four gear bags in one:

- Cooler - soft-sided storage for snacks and drinks;
- Diaper bag - large change pad, insulated bottle holder, pacifier clip, toy loops, lots of storage for baby gear and 'tough as nails' zippers;
- Electronic storage - protection and easy access for your iPad, notebook, video camera, etc.; and
- Personal gear - secure pouch for wallet, keys, glasses and cell.

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"Having parents tell us that we have made their lives and adventures easier reinforces why we started Baby Sherpa," said Campbell-Dewar.

Top Fuel Drag Racing Champ Morgan Lucas loves Duck Dynasty and his new Real Tree CAMouflage Baby Sherpa Diaper Backpack.

This Christmas, choose from three great backpacks including the full-size Alpha Sherpa, the 4-in-1 Baby Sherpa and its smaller sibling - the Short Haul Sherpa . They are available nation-wide in navy, black, digital camo, Real Tree camouflage and cobalt blue through leading retailers and distributors and online at <http://www.babysherpa.com>

Baby Sherpa has been a leading diaper backpack manufacturer for over 10 years. The ergonomic diaper backpacks and laptop bags are extremely popular with active parents, especially dads. Because of the unique ability to out-pack the competition, Baby Sherpa has travelled the world with active parents - from the Great Wall of China to the Pyramids of Egypt. It has become a favourite with Hollywood and set new track records for efficiency at NASCAR.