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BUILT® Enhances Popular Big Apple Buddies™ Collection with Lunch Backpack, Kids Backpack, and New Character

Chicago, March 2016 – BUILT®, Lifetime Brands, Inc.'s line of stylish lifestyle accessories, is expanding its popular Big Apple Buddies™ collection with a new character, Cornelia Kitty, and two new shapes – the **Big Apple Buddies Lunch Backpack** and **Big Apple Buddies Backpack**.

Cornelia Kitty, the newest member of the Big Apple Buddies family, joins the other adorable Big Apple Buddies as a Lunch Sack, Lunch Backpack, and Backpack, carrying cute to a whole new level. Cornelia and her friends (Delancey Dog, Lafayette Ladybug, Allen Alligator, and Hester Hippo) are ready to stand watch over your child's lunch and other essentials like it was their very own.



All of the Big Apple Buddies characters are now available in an insulated **BUILT® Lunch Backpack**, making it even more fun to bring lunch to school. The lunch backpack has tons of great features, like padded adjustable shoulder straps, a wipe clean interior, a zippered front pocket, a quick grab top handle, and an interior name tag. Made from durable polyester fabric, the Big Apple Buddies Lunch Backpack is food safe, lead safe, and phthalates and BPA-free. \$19.99

BUILT® Big Apple Buddies Backpacks have everything a child needs to head off to school. Featuring the beloved Big Apple Buddies characters, these fully equipped kid-sized backpacks, are designed with a large main storage compartment, zippered front pocket, side pocket for bottles, padded adjustable shoulder straps, interior name tag, and a sturdy grab handle on top. These super cool Big Apple Buddies Backpacks are made from durable polyester fabric, are lead safe, and phthalates and BPA free. \$29.99

The **BUILT® Big Apple Buddies Lunch Sack** is insulated, durable, reusable, and easy to wipe clean. Made with food safe materials, it's tested for lead safety and phthalates and is PVC, BPA, latex and vinyl-free. The Big Apple Buddies Lunch Sack features a Velcro closure and a soft handle with a buckle that unsnaps and attaches to backpacks, book bags, or strollers. \$16.99

To see additional solutions for life on the go, please visit: <http://www.builtny.com/>.

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