

FOR IMMEDIATE RELEASE

Bored in Paradise Launches at PGA Show in Orlando with Two Next-Generation Bags

Orlando, FL - Bored in Paradise, a new brand dedicated to empowering humans to make sustainable choices that don't sacrifice on style, is excited to announce its official launch at the PGA Show in Orlando. The brand is inspired by a member of the Bored Ape Yacht Club named Re'No, who lives on a tropical island where the weather is always perfect. However, when a golf course was built next to his home, he realized that humans had forgotten the beauty of the planet and its marvelous evolution over millions of years.

To remind humans of earth's beauty, Bored in Paradise has developed two new products that are sure to elevate outdoor adventures. The first product, the Paradise Tote, is a versatile tote bag packed with features to keep users organized and comfortable. The removable cooler compartment can hold up to 9 cans, keeping drinks ice-cold for hours on end. The removable organizer tray allows users to keep valuables like smartphones, keys, and wallets easily accessible. The bottle holder ensures drinks stay upright, and the removable rain cover keeps goods protected in case of unexpected weather. The padded laptop pocket and special padded sunglasses pocket keep tech and accessories safe and secure.

The second new product, the Jungle Backpack, is a high-end backpack designed to be carried everywhere. It is made with extremely resistant textile Cordura® 500D and best-in-class YYK® zippers. Users can also purchase their own customizable skins to carry the colors and design of their choice.

All Bored in Paradise products are backed by a lifetime warranty, and the company is committed to sustainability by planting three trees in Borneo for every bag sold.

January 25-27, 2023. Visit booth #2329 to see the products and learn more about the brand.

For more information, please visit the Bored in Paradise website at www.boredinparadise.com

Contact: hi@boredinparadise.com



STORY

Bonjour,



Allow us to introduce Re'No, a happy member of the **Bored Ape** Yacht Club. Re'No has been living the **good life** on a tropical island where the weather is always perfect, and his home is filled with positive vibes, great friends, and tasty waves. But then, the Golf Course arrived.

The humans constructed an all-too-perfect golf course next to the jungle where Re'No lives. Now golf balls fly into the tree tops, forcing Re'No to wear a helmet as he goes about his life with the humans. Over time, he began to realize something sad about the humans: they had forgotten the **beauty** of the planet and its marvelous evolution over millions of years, the paradise of the fragile yet glorious environment. The fast fashion and cheap stuff that made the humans go wild may be easy on their wallets, but very hard on the **planet**.



He knew it was his duty to remind the humans of earth's beauty by bringing a little piece of **heaven** to their everyday lives.

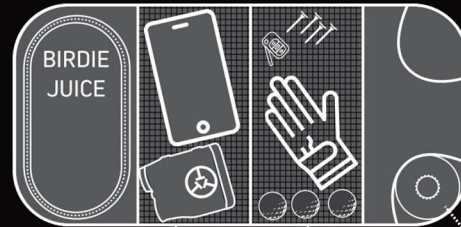
Re'No decided to do this by developing a brand that empowers humans to make sustainable choices that don't sacrifice on style. That brand is us: **Bored In Paradise**, and our mission is to inspire humans to live happy, full lives by appreciating the beautiful world around them.



PARADISE TOTE



TOP VIEW



COOLER BAG

ORGANIZER

BOTTLE HOLDER

Fits in 95% of golf cart's baskets.



STAY COOL & ORGANIZED ON THE COURSE

DODGED THE PARADISE

BIRDIE JUICE

REMOVABLE ORGANIZER

BOTTLE HOLDER

SAFE

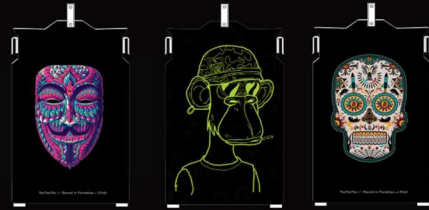


REMOVABLE RAINCOVER



JUNGLE BACKPACK

CHOOSE YOUR SKIN



OR DESIGN YOUR OWN



DORGD IN PARADISE

