

To Whom it may concern,

Welcome to the most unique new product line for the firearms industry, and thank you for taking the time to review this information kit. I will start you off with answering the question I am asked most frequently; “Why did you start a company that sells pink shooting accessories?”

I began this venture back in August 2007 when I first shot a gun at the shooting range. It was the most empowering experience of my life. I obtained my gun license shortly there after to pursue my now favourite past time. I was encouraged by the population of women that have gun licenses and are well educated in firearms, but noticed an overall displeasure amongst my fellow female shooters towards the oversized and masculine gear that was offered to us for protection. I began to search for something more attractive and proper fitting but with no success. I was certain that a more female friendly product line, coupled with a support system could encourage women to get involved in this notoriously male dominant sport.

So with a mission and support of my friends and family I developed a plan to provide for this powerful niche. I have chosen pink because of it’s effective feminine symbolism and it’s affiliation with the very worthy charity for breast cancer research and support. A donation to breast cancer research is happily donated with any purchase of packing in pink accessories, because these women encourage me daily to be strong and never give up and this is what we stand for here at Packing in Pink

Please read on to learn more about Packing in Pink and our unique product line.

Thank you again for your interest.

Regards,

Kim Page  
President and Founder  
Packing in Pink





**Media Release:**

**Toronto, Ontario:** December 31, 2008 marked the official launch of Packing in Pink (PIP), the newest most unique addition to the fire arms industry.

PIP offers a full range of women's shooting apparel and accessories. Initially their product line included pink ear muffs, shooting glasses, cable and trigger locks. A second phase of products were introduced which included sweaters, tshirts, hats, golf shirts and zip-ups available in a variety of colours.

"The initial reaction of our products has been amazing! Unfortunately women have long been overlooked in this industry and we plan to change that by helping women feel more comfortable – starting with their appearance." Kim Page, Founder and President of Packing in Pink.

PIP is determined not only to help you look good, but feel good – with every purchase you make a donation will be made to help find a cure to a disease that effects us all – Breast Cancer.

PIP products are available for purchase online at [www.packinginpink.com](http://www.packinginpink.com) as well as select gun clubs throughout Ontario.

For more information on Packing in Pink please visit their website at [www.packinginpink.com](http://www.packinginpink.com)

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*Packing in Pink was founded in 2008 by Kim Page in Toronto, ON Canada. Packing in Pink offers a full line of shooting accessories and apparel designed by and for women. A donation is made to breast cancer research with every purchase. To learn more please visit [www.packinginpink.com](http://www.packinginpink.com)*



**About Kim Page, President and Founder of Packing in Pink**

Prior to forming Packing in Pink (PIP) Ms. Page had been a law clerk for the same law firm in Toronto for eight years. She graduated from Toronto School of business with a diploma in Legal Administration.

It was less only back in August 2007 that she was shooting her first gun. It was less than that when she began researching more feminine alternatives to the accessories needed to pursue her new hobby. Unable to find the products she wanted, and encouraged by the women with the same dilemma, Ms. Page and her entrepreneurial spirit developed the business plan and product line for PIP.

Although her time in the firearms industry has been short, her impact has not. As founder of PIP Ms. Page has used her passion for shooting, and her determination to make women comfortable behind the gun, to design a full range of women shooting accessories and apparel.

Through PIP Ms. Page is continuing to develop products, services, and networking opportunities for like-minded women involved in, or interested in shooting and outdoor sports.

To learn more about Kim Page, Packing in Pink, or to schedule an interview please contact:

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