

**SPRAYGROUND®**

## **Sprayground Introduces Vibrant FLORA BOTANICA Collection Featuring Blossoming Flowers**

*Flowers Are Painted to Life in Sprayground's Freshly Launched Drop*

**New York, NY. July 16, 2024:** [Sprayground](#), the global leader in travel fashion, is excited to announce that its collections are growing with of its latest drop, "FLORA BOTANICA." This vibrant new collection bursts with color and invites consumers to enter a world of floral.

The design of the new collection embraces inspiration from a lively botanical garden. The collection drips with shades of pink, blue and purple. Blooming above Sprayground's iconic pink-painted shark mouth are flowers of all shapes and sizes. Complemented by royal purple accents throughout the zippers. The entire collection is made to stand out. Made of waterproof durable faux leather, with four new bags and a coordinating pencil pouch. The "FLORA BOTANICA" collection can be purchased in a five-piece bundle, or individually by each extravagant creation.

The full-sized backpack features multiple pockets throughout, an ergonomic mesh back padding to keep your posture upright and comfortable, a separate laptop compartment, and a slide-through back sleeve to connect carry-on luggage - keeping your daily essentials secure and accessible, but more importantly, your hands-free. Adorned with a metal "Sprayground Authentic" badge, it merges functionality with style.

For those who prefer over-the-shoulder, strike the crowd with Sprayground's new printed totes. The Flora Botanica Tote features a top zipper opening and a large organizer pocket within. There are also two handles to hold the tote comfortability and a key clip to show the world that the fluorescent tote is yours.

A quick trip with no hassle is made easy with the Savvy Crossbody. The construction of the piece combines practicality with flair, with its double-sided VSM strap for custom sizing, a red zippered pocket and a royal purple interior. It is not only durable but essential for keeping small items like a phone, wallets, sunglasses and more.

Sprayground delivers when it comes to comfortability and convertability. The Flora Botanica Shark Handbag comes with an adjustable chain strap and shoulder strap that allows the

handbag to be worn as a clutch, cross-body or hung on the shoulder. Secured with a signature turn lock shark closure.

Sprayground initially grabbed worldwide attention with the 'Hello My Name' backpack over 13 years ago. Sprayground's founder, David BenDavid (DBD), aimed to create a brand that reflected his childhood and upbringing. Growing up exposed to the streetwear and art scene, DBD harnessed that inspiration into creativity now admired worldwide. The brand's newest drop consists of over 151 new bags filled with attention-grabbing art, designs and stories. All collections have sold out within minutes and this latest drop will exceed expectations.

# # #

### **About Sprayground**

Our passion is to bring thought-provoking, innovative and dynamic accessories and backpacks that are easily identifiable but difficult to recreate in the global marketplace. Our mission is to be the top global backpack and accessories company. Expressing rebellion, individuality and creativity are the foundations of Sprayground and of our customer base. Overlaying those foundations with qualities of excellence, style and an emphasis on being the innovator for the next wave of design is what we do & who we are. Today, Sprayground has evolved into a global brand that has high brand awareness, dedicated fans, and a fanbase that will go to extreme measures to get their hands on our highly sought-after limited designs. Sprayground strives to keep pushing the envelope of creativity. Sprayground is focused on creating, designing and selling rebellious, edgy and innovative trendsetting products to the streetwear fashion and lifestyle market.

**For any media inquiries, please contact:**

HJ-PR

[hello@hj-pr.com](mailto:hello@hj-pr.com)

(424) 385-1758

---

The logo for Sprayground, featuring the word "SPRAYGROUND" in white, uppercase, sans-serif font, set against a red rectangular background.

## **Sprayground Unveils Semi-Translucent Shark Mouth Design**

*Beware the "SHARKS IN PARIS CLEAR FOR TAKEOFF" Collection is Ready to Bite*

**New York, NY. July 8, 2024:** [Sprayground](#), the global leader in travel fashion, is excited to announce the takeoff of its latest collection, "SHARKS IN PARIS CLEAR FOR TAKEOFF." This

brand-new collection unlocks summer vibes with a splash of edginess. Get ready fashion world, for a design that will bite.

The design of the new collection encompasses a unique style adventure. It features a cigar brown and black checkered background with a smokey, semi-translucent rubber shark mouth stitched across the center and matching defined shark eyes on the side. Black, red and gold accents adorn the bags throughout the zippers and handle details.

The entire collection is made of waterproof durable faux leather that is perfect for summer. It includes five new bags and a wallet to match. The “SHARKS IN PARIS CLEAR FOR TAKEOFF” collection can be purchased in a six-piece bundle, or individually by distinguished product.

The full-sized backpack features multiple pockets throughout, an ergonomic mesh back padding to keep your posture upright and comfortable, a separate laptop compartment, and a slide-through back sleeve to connect carry-on luggage - keeping your daily essentials secure and accessible, but more importantly, your hands-free. And it wouldn't be complete without the metal “Sprayground Authentic” badge of honor.

There's not one, but two backpacks in this collection. The Savage Backpack may be smaller, but it still packs a punch. With two large main compartments, a zippered organizer pocket, a key ring clip, side pockets and an additional stash pocket, it can fit all necessities for taking on the day. Sprayground devotees won't just be traveling organized, but also with an essence of flair.

The next bag needs no introduction and is sure to wash up ashore. The Shark Duffle is shaped like the beast of the ocean. It features three exterior zipper pockets, a padded shoulder pad and an adjustable cross-body strap to ensure comfortability. The world won't know what bit them when they see this bag out on the streets.

Traveling light will be no problem thanks to the Sprayground team. The new Toiletry Bag includes an interior zip pocket with an adjustable cross-body strap. It is not only durable but essential for keeping small items like a phone, wallets, sunglasses and more.

The next item in this collection is the Convertible Clutch “Pouchette.” The “Pouchette” incorporates a zipper for closure, a handle on the front panel and a removable wristlet strap, giving it its convertible name. Don't forget about the top secret stash pocket on the side seam, keeping all items confidential.

The last addition to the collection is the perfect item to tie it all together. The Zip-Out wallet has four interior compartments to fit cash and cards impeccably. The collection ultimately will be taken off the shelves, and grabbed by any and all style addicts.

Sprayground initially grabbed worldwide attention with the 'Hello My Name' backpack over 13 years ago. Sprayground's founder, David BenDavid (DBD), aimed to create a brand that reflected his childhood and upbringing. Growing up exposed to the streetwear and art scene, DBD harnessed that inspiration into creativity now admired worldwide. The brand's newest drop consists of over 151 new bags filled with crazy art, designs and stories. All collections have sold out within minutes and this one certainly will not be the exception.

# # #

### **About Sprayground**

Our passion is to bring thought-provoking, innovative and dynamic accessories and backpacks that are easily identifiable but difficult to recreate in the global marketplace. Our mission is to be the top global backpack and accessories company. Expressing rebellion. Individuality and creativity are the foundations of Sprayground and of our customer base. Overlaying those foundations with qualities of excellence, style and an emphasis on being the innovator for the next wave of design is what we do & who we are. Today, Sprayground has evolved into a global brand that has high brand awareness, dedicated fans, and a fanbase that will go to extreme measures to get their hands on our highly sought-after limited designs. Sprayground strives to keep pushing the envelope of creativity. Sprayground is focused on creating, designing and selling rebellious, edgy, and innovative trendsetting products to the streetwear fashion and lifestyle market.

**For any media inquiries, please contact:**

HJ-PR

[hello@hj-pr.com](mailto:hello@hj-pr.com)

(424) 385-1758

---

The logo for Sprayground, featuring the word "SPRAYGROUND" in white, bold, uppercase letters with a registered trademark symbol, set against a red rectangular background.

## **Sprayground Drops Limited Edition Henny Victory Lap Collection Inspired by the Racing World**

*Get the Collection Before it Speeds Off the Shelves and is Never Produced Again*

**New York, NY. July 2, 2024:** [Sprayground](#), the global leader in travel fashion, is excited to announce the launch of its latest collection. Inspired by Sprayground's founder, David

BenDavid's (DBD) love for cars and racing, Sprayground presents an ultimate new collection, the "HENNY VICTORY LAP." The collection was designed to enhance the brand's sophisticated style and create a stand-out design that encompasses anyone's lifestyle.

The design of the new collection doesn't fail to impress. In classic Sprayground fashion, the design features a deep brown and black checkerboard background with a light brown, leather Sprayground shark mouth stitched across the center. Elevated with a bright red racing stripe down the middle and gold zippers with metal hardware.

The entire collection is made of durable faux leather, making it waterproof and beach-ready. It includes four new bags and a keychain to match. The "HENNY VICTORY LAP" collection can be purchased in a five-piece bundle, or individually by each stand-out product.

The full-sized backpack features multiple pockets throughout, an ergonomic mesh back padding to keep your posture upright and comfortable, a separate laptop compartment, and a slide-through back sleeve to connect carry-on luggage - keeping your daily essentials secure and accessible, but more importantly, your hands free.

A trip to the beach on a skateboard is no match for Sprayground. The improved skateboard bag includes black straps with storage pockets to keep your favorite method of transportation secure, a separate velour laptop compartment, sunglass storage and a sneaker compartment.

The collection would not be complete without the classic skater large duffle. The new duffle features adjustable straps for custom sizing, a sneaker pocket and room for all of your belongings. Friends will be jealous that they couldn't get their hands on this before it's never produced again.

The collection also features the first-ever Henny Victory Lap Snack Pack. The snack pack includes an interior mesh pocket with inner cool insulation and lining to keep even the biggest leaks contained within. The new lunch kit is the perfect matching set for an on-the-go lifestyle.

The last addition to the collection is the perfect accessory to ensure safety and avoid the loss of small personal items. The keychain is ideal for coins, spinners, chapstick, headphones and chargers. The collection ultimately has something for any style enthusiast.

Sprayground initially grabbed worldwide attention with the 'Hello My Name' backpack over 13 years ago. Sprayground's founder, David BenDavid (DBD), aimed to create a brand that reflected his childhood and upbringing. Growing up exposed to the streetwear and art scene, DBD

harnessed that inspiration into creativity now admired worldwide. The brand's newest drop consists of over 151 new bags filled with crazy art, designs and stories. All collections have sold out within minutes and this one certainly will not be the exception.

# # #

### **About Sprayground**

Our passion is to bring thought-provoking, innovative and dynamic accessories and backpacks that are easily identifiable but difficult to recreate in the global marketplace. Our mission is to be the top global backpack and accessories company. Expressing rebellion, individuality and creativity are the foundations of Sprayground and of our customer base. Overlaying those foundations with qualities of excellence, style and an emphasis on being the innovator for the next wave of design is what we do & who we are. Today, Sprayground has evolved into a global brand that has high brand awareness, dedicated fans, and a fanbase that will go to extreme measures to get their hands on our highly sought-after limited designs. Sprayground strives to keep pushing the envelope of creativity. Sprayground is focused on creating, designing and selling rebellious, edgy, and innovative trendsetting products to the streetwear fashion and lifestyle market.

### **For any media inquiries, please contact:**

HJ-PR

[hello@hj-pr.com](mailto:hello@hj-pr.com)

(424) 385-1758

---

### **Subject: Discover How Deniz Ozgur is Breaking Barriers for Women in Tech and Revolutionizing Fashion With AI**

Hi XXX,

AI's influence on the future of fashion is undeniable. It takes a trailblazing woman like [Deniz Ozgur](#), to take charge and lead the innovation of the fusion of fashion and AI.

Women in tech often face backlash and biases, making it difficult to forge ahead in their careers. As the founder of Ablo AI, the fashion-focused AI tool that is revolutionizing the industry, Deniz disputes the stereotypes meant to hold females back and rises above them.

As an expert in the AI space and one of the most ingenious tech entrepreneurs, Deniz was placed on the Forbes 30 Under 30 list. Her climb to the top of the tech industry, the making of Ablo AI and her experiences make her the indestructible force she is today.

### Meet Deniz and Ablo AI:

- Deniz breaks down the barriers for women in tech. Her expertise, aspiration and preservation make her an inspiration to the people around her. She embraces the crossroads to jump on the opportunities in front of her.
- Ablo AI allows everyone to become a fashion designer with its cutting-edge technology. Simply upload your design or picture and type in what you want to come to life. Then watch as your unique story unfolds before your eyes, leaving you in awe.
- Last year, Ablo AI teamed up with [Balmain](#) to power the ultimate virtual fit using gaming tech and AI. Balmain's iconic Unicorn Sneakers became that much more impressive with the capability of Ablo AI and American artist Ant Kai

Deniz believes the stories of women surging through the tech industry are what compels others forward. Her journey from inception to revolutionizing is what makes her a role model for women in tech everywhere and she would love to share it.

Would you like to connect with Deniz to talk about her journey? Happy to make all the arrangements!

Casey

---

SUBJECT:

### **Are Gen Z Dads Ditching Friends for TikTok? Shocking Study Reveals the Truth!**

Hi XXX,

I came across PODCASTNAME and I would love to connect you with Kasi Bruno, a renowned cultural intelligence expert who just released a jaw-dropping study that has blown the lid off a parenting trend: **TikTok is now the secret weapon for Gen Z dads.**

- It turns out that Gen Z dads are nearly twice as likely to lean on TikTok for brand and product info than their kid-free buddies. Forget calling up friends for advice—these dads are scrolling through TikTok for all the answers!
- While Millennial dads are chatting it up with their pals for advice, Gen Z dads are doing the opposite. They're only half as likely to ask friends for advice, signaling a massive shift in how today's dads are getting their info.
- YouTube is also a hot spot for these savvy dads. 40% of Gen Z dads hit up YouTube for brand and product insights, compared to just 20% of Gen Z moms.

- In the age of social and political movements, Gen Z dads are making waves. 60% are ready to splash more cash on brands that stand for their values. That's nearly double the 36% of Gen Z men without kids and way higher than the 40% of Millennial dads and 39% of Gen Z moms. These dads are putting their money where their mouth is!

This study paints a picture of a new breed of dads: tech-obsessed, socially conscious, and independent. TikTok isn't just for viral dances anymore; it's the ultimate guide for Gen Z parents tackling the challenges of modern parenting.

**With insights gathered from surveying over 5000 Millennial and Gen Z, Kasi offers a fascinating glimpse into the world of Gen Z dads (if you are interested in the full study, please let us know.**

Kasi is the co-founder of [Culture Bureau](#), a strategic consultancy that has helped companies like **PepsiCo, Mondelez, and Lexus** stay ahead of game-changing trends. Her expertise has been featured in various publications, and she's always happy to share her knowledge with your audience!

Please let me know if you're interested in speaking with Kasi, happy to make all the arrangements!

Casey

---

## **The Balancing Act of Motherhood and Entrepreneurship** **By: Holly-Jade Landeros (Written by Casey Stutz for Client)**

In today's booming world, many mothers like myself face the challenge of balancing their careers with the eager demands of family life. For those who run their own business while raising a child, the struggle to find a balance can be both exciting and overwhelming.

As the co-founder of [HJ-PR](#) with my husband, Fernando Landeros, I've experienced firsthand the difficulties this role can entail. Juggling client meetings, creating memorable moments and the unpredictability of a one-year-old requires not just time management but a passion for motherhood and entrepreneurship.

Motivated not just by the need to carve out family time and channel my creativity, but also to get through the challenges of the pandemic, Fernando and I created [HJ-PR](#). Having our daughter never made me second guess our business, it only made me realize how important ambition and flexibility are when it comes to building a life for more than just the two of us.

Balancing the demands of motherhood while running HJ-PR has not been an easy task. Time management is my biggest challenge as I constantly feel like I'm being pulled in two



directions. Fulfilling both of these roles often leads me down the road of guilt. The mom guilt is real. Sometimes I feel as if I'm not giving enough to my daughter or my business and this daily juggling act reminds me that patience and compassion are virtues to this lifestyle.

Sometimes I have to remember that I'm doing the best I can and not every day can be perfect or run smoothly. The balance I found was learning to delegate more at work and focus on spending time with my daughter. Through this balance, I've learned the importance of both flexibility and adaptability. Things rarely go as planned, whether it's with my daughter or my business. However, being there for my daughter's special moments and creating this life is ultimately fulfilling, regardless of the obstacles.

Luckily for me, I have found the best support system in my husband Fernando. We both strive to share responsibilities at home and in the business. I'm also not afraid to admit that I have reached out to online communities and networking groups to find comfort. It's nice to know that we are not in this alone. I truly wouldn't have made it this far without the support of friends, family and the "Mompreneur" community. There is high value when it comes to asking for help as well as letting your passion thrive to sustain motivation through the hard days.

It's been an incredibly rewarding experience to know that I'm building something that supports my family. To the moms out there who are hesitant to jump into starting a business, remember to start small and be realistic. Give yourself grace and don't expect to have it all figured out from the jump. Most importantly, make sure that your business is something you're passionate about because that will make even the hardest days seem easier.

Sharing special moments with my daughter while developing a successful public relations agency only adds to the pride in my achievements. As I continue to embrace running a business while raising my daughter, I hope that HJ-PR becomes a sustainable business that allows the flexibility and financial freedom our family aims for. A work-life balance is vital and I hope to reach a point where my daughter can be proud of us, and me. With passion, adaptability and support, it is more than possible to flourish in both areas of life.

---

**Subject:** Meet the Public Relations Power Couple: Founders of HJ-PR

Hi XXX,

I hope this message finds you well! Imagine a bustling PR agency where creativity flows as freely as the giggles of a 1-year-old. I would like to introduce you to Fernando and Holly-Jade Landeros, a married couple who are not just partners in life but also in business. Together, they run a thriving PR agency, HJ-PR, while navigating the joys and challenges of parenthood with a little one around the office.

What makes their story unique is how they've blended their professional ambitions with family life. They've developed innovative strategies between ethical values and relentlessness. Unlike other agencies, they run their process with strict discipline and thoughtfulness, creating a work environment that prioritizes creativity and passion. They advocate for work-life balance, often sharing insights on managing time and fostering a supportive work culture.

About Holly-Jade:

- Earned her reputation in London, England, working for several boutique agencies specializing in F&B, Hospitality, and Lifestyle Brands
- Global experience specializing in crafting unforgettable experiences for leading F&B, spirits, and fashion brands

About Fernando:

- Born and raised in Mexico City
- Manages end-to-end operations for all HJ-PR brand clients' influencer marketing campaigns, while overseeing client relationships and business development
- Dedicated to start-ups his entire career, he has consistently tripped revenue and driven exponential growth

This couple embodies the modern narrative of collaboration, resilience and creativity. Not letting COVID-19 layoffs stop them from pursuing their goals, they pursued freelance work that four years later turned into the inspiring PR agency that is HJ-PR. With clients from all over the U.S. ranging from fashion brands like Beckett Simonon, Sprayground and Public Rec to the fine dining industry like N'AMO and Village Bistro, Fernando and Holly-Jade prove that small business doesn't mean small clients.

Best,

Casey

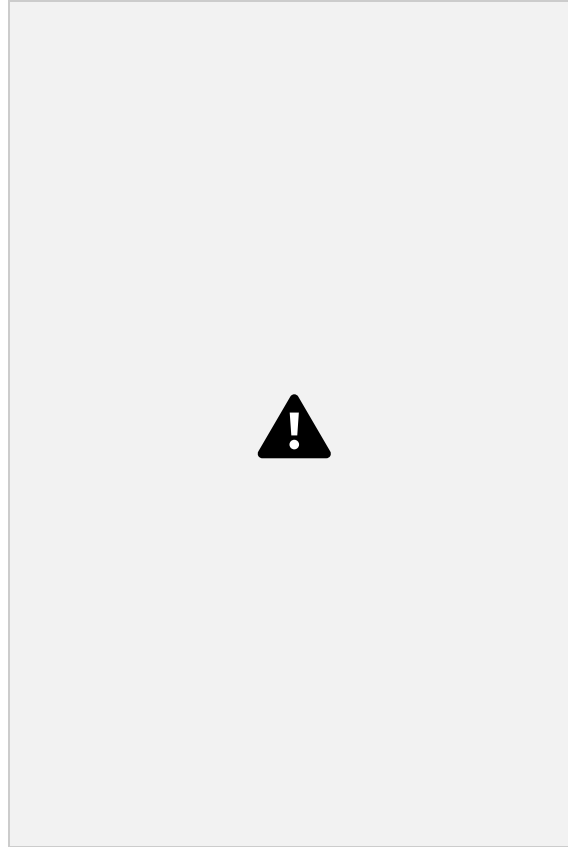
---

(Samples) You Can Get This Award-Winning Whiskey For Only \$59

Hi <<First>>,

As you know, it's August and the holiday season has begun (it starts earlier each year!), and I wanted to share with you a luxury whiskey that doesn't break the bank!

*Recently named the 'Best Rye' Whiskey by [Rolling Stone](#) at the 2024 Rolling Stone Spirits Awards, [The Beverly High Rye](#) is the American whiskey brand inspired by an ethos of effortless luxury that promises a premium tasting experience at an unbeatable price. It's perfect for the upcoming fall/holiday season! If you'd like a sample, please let me know!*



**[The Beverly High Rye \(SRP \\$59.99\) -- AFFILIATE THROUGH RESERVEBAR.COM](#)**

- A blend of 50% straight rye and 50% straight bourbon, which masterfully melds the bright rye spices of cinnamon, brown sugar and nutmeg with a rich mouthfeel and caramel and toffee on the finish.
- The Beverly High Rye has won five Gold Medals at prestigious competitions including the San Francisco World Spirits Competition, L.A. Spirits Awards, New York World Spirits Competition, and received a 94-point rating from Bartender Spirits Awards.
- The Beverly High Rye has quickly become a favorite among bartenders at world-renowned venues across California, New York, Tennessee, Rhode Island, and Japan, including Nobu, Cipriani, Mastro's, 1 Hotels, Ocean House, and Auberge Resorts.
- *Link to Product Image (Courtesy of Beverly Spirits):* [HERE](#)
- *Link to Product:* [ReserveBar.com](#) (Affiliate Available)

Please let me know if you're interested in a sample and savoring the rich flavors that have earned this whiskey top honors. I look forward to hearing from you soon!

Best,  
Casey

---



**Questions by Bridget Goldschmidt**

**Answers By Casey Stutz for Client**

**1. What trends have you noticed lately in the hard beverage space, and why do you think that is?**

The hard beverage scene is really evolving towards more sophisticated and complex flavor options. People want drinks with unique flavors made from quality ingredients. I believe this shift is driven by consumers who are more informed and want a better drinking experience that fits their lifestyle, values and is driven by taste.

**2. Why did you decide to launch your own hard beverage product?**

I decided to launch Grown Folks because, during COVID, I had the opportunity to reflect on my professional goals and what I wanted to see in the market. I realized that the alcohol market, particularly the hard seltzer category, didn't represent me or my cultural background. I wanted to create something that would leave a legacy for my kids and future generations, something that would resonate with people who share my experiences.

**3. How did you come up with the flavors for your line?**

Growing up with a strong connection to my Louisiana Creole heritage, family gatherings always involved delicious food, drinks, and a sense of freedom. The flavors for Grown Folks are inspired by these soul food dishes and the flavors I grew up loving. These flavors are familiar and nostalgic, and I knew they would resonate with a broad consumer base. We wanted our flavors to be sweet-focused and well-balanced, using a neutral sugar brew base with no aftertaste and the freshest ingredients possible, including real fruit juice.

**4. How are you merchandising and marketing the product at grocery?**

Our branding and merchandising are designed to visually represent what we stand for as a brand. Our cans feature illustrations that convey Creole vibes through a beautiful, celebratory, and inclusive scene. This includes diverse skin tones and body shapes enjoying life freely and vibrantly. We worked with a talented illustrator, Alexia Briana Taylor, to create our signature font and can illustrations. At grocery our priority is story telling. The more we can tell our origin story and get liquid to lips. We focus on hosting sampling events and on site activations to engage customers.

**5. What kind of response have you been seeing so far?**

The response so far has been incredibly positive. Consumers appreciate the quality and distinctive flavors of our products. We've received great feedback on the taste, packaging, and overall brand experience. It's clear that there's a strong appetite for unique and sophisticated hard seltzers and beer, and we are thrilled to see our products resonating so well.

**6. Where do you think the hard beverage category is heading, and why?**

The hard beverage category is heading towards more innovation and diversification. As consumers continue to seek options that match their cultural backgrounds, we'll see more beverages offering more unique flavors and marketing. Socially conscious products will also be a key focus, with more emphasis on what brands support and believe in.