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**FOR IMMEDIATE RELEASE**



## **ELLESCO'S VINNIBAG SHOWCASED IN SFMOMA EXHIBIT**

**On Display Through April 17, 2011 - San Francisco Metropolitan Museum of Modern Art**

VENTURA CA - - Ellesco LLC is pleased to announce the selection of their VinniBag™ inflatable travel bag for inclusion in *How Wine Became Modern: Design + Wine*, a currently running exhibition at the San Francisco Metropolitan Museum of Modern Art. The exhibition offers a "fresh way of understanding the contemporary culture of wine and the role that design has played in its transformation." Designed in collaboration with renowned architects Diller Scofidio + Renfro, the exhibition includes historical artifacts, architectural models, design objects, and commissioned artwork.

"We were completely surprised that VinniBag was on display in the exhibit," said Summer Scarbrough, co-owner of Ellesco, "What an incredible honor to have our product chosen for an exhibition highlighting modern design."

VinniBag is a reusable travel accessory with inflatable air chambers that protect important items against both impact and leakage. Engineered to withstand significant fluctuations in altitude and temperature, VinniBag meets all airline requirements and can withstand extreme conditions. The inner chambers conform to the contents, immobilizing one or more items during transport. The amount of inflation can be adjusted to suit the space available and degree of protection needed in luggage, backpacks, extreme sports, or just the car trunk. Because of the open architecture, this travel bag can accommodate many different shapes and sizes – even multiple smaller items - including wine, olive oil, Grandma's jam, perfume, shampoo, or anything else that can break or leak. Contents are isolated, immobilized and cushioned by the air chambers, and sealed with a specially designed closure. When not in use, the product stores flat, rolled or folded.

VinniBag is an Eco-friendly travel essential – reusable, recyclable and made of durable materials that will last for many journeys. If a VinniBag wears out, Ellesco will recycle it into a garden hose to help keep our planet green. The company also feels strongly about supporting our local economy, using 100% USA materials, labor & packaging.

### **About the Company:**

Ellesco LLC is a private company based in Ventura CA. Ellesco was founded in 2009 by women who are committed to social, economic & ecologic responsibility. The company employs only US resources to help keep our neighbors working, and maintains a recycle program converting plastics into garden hoses to help keep our planet green. Ellesco's products are reusable, recyclable and 100% made in the USA.

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