

Client: J. J. Jacksons

Project: Eagle Creek Press Release

For Immediate Release

## **Packing it ALL In**

Nevada City, CA.....Face it. Planning your summer vacation or business trip can be fun. And stepping out your front door, bags in hand, can be exhilarating as you embark on a new adventure. But lying in wait after the first activity, and precluding the second, is the often dreaded task of packing. What you take with you, and how you pack it, can powerfully affect the success of your journey. If you're intimidated by the challenge, and tired of putting off packing until the last minute every time you leave town for business or a vacation, this free event will help. On May 18, 2001, at 7 PM, J.J. Jacksons, at 244 Commercial in downtown Nevada City, is sponsoring "Packing It All In". Learn how to get that huge pile of clothes, toiletries, and all the stuff that you don't *want* to leave home without, into any bag you choose. Whether it's a carry-on or a check-in, Stephanie Brinks will show you how. An independent luggage sales rep, Stephanie will share unique organizing techniques that will make packing easy, simple, and stress free. And she'll answer your questions about what to take. Her basic packing system is to organize groups of items into their own smaller bags or containers. She offers a balance between a level of orderliness that few can attain, and total chaos in your bags. Using Eagle Creek's new "Pack It" system, she shows how to separate various items of clothing, such as pants, blouses, t-shirts, undergarments, and bulky sweaters and down jackets. She has ideas for special kits, one is named a "comfort sack", that can make travel much more enjoyable. These kits can be then be easily transferred to day packs or smaller bags for short overnight excursions, and even kept intact between trips. She will offer suggestions for security, and provide a travel check list. A free gift from Eagle Creek will be raffled the night of the event. For further information about this event, please call Coleen Metzger at J.J. Jacksons, 530 265-2644.

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