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HERE'S SIX WATCHITUDE TRENDS TO ASSEMBLE FOR THE ULTIMATE SUMMER '24 CAMP PACKING LIST

*After Labeling Camper's First + Last Name On Everything From Bug Spray To Swimsuits,
Toss In Some Glamping With Jamm'd Bluetooth Speaker, Adventure Pack & More*

New Brunswick, NJ (April 9, 2024) – Once the summer camp application is submitted, the packing list soon arrives. Watchitude, makers of fashion trends for kids, has a few suggestions to add to the ho-hum list of towels, socks, shorts & undies. How about a **Jamm'd Bluetooth Speaker** (\$25) in twenty patterns to pump up the bunk before swim practice? Whether it's Day Camp or Sleepaway this summer, a few nice-to-have items will make your camper's away time the best time!

Everyone needs a fresh new bag to transport daily or keep in the bunk. Watchitude's **Kids Sleepover Bags** (\$25) boasts ten get-noticed patterns from *Butterfly Bash* and *Sprinkles* to *Black Ops* and *Soccer*. Watchitude's designers added a zipper phone pocket to store the cell phone when running from Archery to Arts & Crafts.

When is a backpack an adventure pack? When Watchitude creates a kid-size lightweight **Adventure Pack** (\$25) for hiking, biking or riding the bus. It's easy to lug all of the day's items in this super lightweight and water resistant rip-stop nylon bag. When not in use, this pack stuffs down small for easy and convenient travel-size in seconds. Every pack comes with an amazing quality open/close YKK zipper, and awesome Watchitude designs.

If your camper is a little shy at first, let their fingers do the talking with **Ring'd** (\$12 - 4-pack) reversible silicone rings. These collectibles have been a big hit at the bus stop or in the school cafeteria. Each Ring'd pack comes with four styles in different colors and messages. Since they are reversible, that's actually eight expressions per pack. *Hahaha* becomes *Have Fun*. *Sunshine* flips into *Happy!* Keep score on your finger with *W* or turn over to see *L*.

If you polled campers, the best part of the day might just be ... lunch. Watchitude has created the coolest (pun intended!) **Lunch Time Cooler Bag** (\$25) for field trips or special times when a cold drink and some crispy carrots with dip are needed when taking a break under the summer sun. Ten good-looking patterns include *Unicorn Treats* and *Shark Frenzy*.

Tag, your it takes on a whole new meaning for parents when they worry about Junior going away from home for the first time. To soothe mom and dad, Watchitude created **Tag'd** (\$20) trackable wrist watches. With twenty vibrant patterns, kids will adore wearing these slap-on strappy watches that hides an Apple® Airtag™ (not included). As one retailer described it, "parents can enjoy peace of mind knowing that they can quickly locate their child's watch. The combination of AirTag technology and a user-friendly watch design makes this a valuable tool for parents and caregivers."

Look for these Top Six items to surprise your camper this summer at watchitude.com:

Adventure Pack • \$25

Pick your pattern then stuff your Pack with whatever the day at camp calls for – extra clothes, a snack and of course the cell phone. Each measures 18" x 7" x 8". A zipper phone pocket and two stretch side pockets are featured with every one of the ten patterns. Take your pick among *Army Camo*, *Dino Camo*, *Black Ops*, *Shark*



Adventure Pack closed, and open—voila!

Frenzy, Soccer, Unicorn Treats, Gummies, Rainbow Tie Dye, Sprinkles and Sports.



Jamm'd Bluetooth Speaker • \$25

This pint-size square-shaped speaker measures 3.66" x 1.73" depth with a hand-free function, USB, FM and micro SD slot to store photos, videos and music files. Wow! Choose from twenty fun patterns from *Leopard Camo* to *Candy Dots*.

Lunch Time Cooler Bag • \$25

Unzip this insulated bag and store a water bottle, fruit, sandwich and more when lunch time is planned away from the dining hall. Each bag measures 9.5" x 7" x 7".

Watchitude made its bags high strength yet lightweight rip-stop nylon material. Choose from ten patterns: *Army Camo, Dino Camo, Black Ops, Shark Frenzy, Soccer, Unicorn Treats, Butterfly Bash, Rainbow Tie Dye, Sprinkles* and *Sports*.



Ring'd • \$12 for 4-pack

These gender-neutral silicone rings can be mixed and matched among siblings before leaving the house for a fresh message once they get to camp. Collect all twenty rings or trade with bunk mates all summer to express your mood of the moment.

Kids Sleepover Bags • \$15

Each bold patterned bag measures 18" x 10" to stuff all the essentials plus a little more. Ten patterns to wow the bunkmates (and not get lost in a pile) include *Dino Camo, Butterfly Bash,*

Sprinkles, Unicorn Treats, Rainbow Tie Dye, Shark Frenzy, Soccer, Sports, Army Camo and *Black Ops*. All bags are high strength and made of lightweight rip-stop nylon. Zippers are premium quality YKK for all the back and forth trips.



Tag'd Watch • \$20

The Tag'd Slap Watch is designed with children in mind. It's durable and comfortable to wear. Its vibrant and fun designs appeal to youngsters. Parents like it as this trackable watch give assurance that they'll always be able to pinpoint a child's camp location. Setting the watch's time is a breeze, making it suitable for children of all ages. The intuitive interface ensures that kids can learn to set the time independently. Pick *Gummies, Sprinkles* or eight other oh-so-cool patterns.

Going to summer camp for a day or a season is one of the most memorable parts of childhood. Whether its sports camp, academic camp or something in between, these nice-to-have items will integrate kids quickly into their bunks to show and to share.

Parents will have to wait a bit but soon enough, the photo or the text will arrive of happy kids settled in! Good job mom and dad!

About Watchitude®

Headquartered in New Brunswick, NJ, the art-meets-toy business began with co-founders Dan and Albert Hakim in the college town of Rutgers University. Centrally located between clients and the showrooms of New York City, the company burst on the scene in 2015 with about 100 quirky designs from frosted donuts to animal prints on funky slap-on wrist watches.