



FOR IMMEDIATE RELEASE

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The Carry-on Bag Designed for the Mature Traveler

CONMIGO® ULTI™ Messenger Bag Ideal for Older Adults

Laguna Niguel, CA, May 5, 2023 ... Bucket List Dreams Don't Come with Expirations Dates, but They are Time Sensitive.

CONMIGO® Founder/CEO, Dr. Bernadine Cruz was not ready to stow her passport when she came to the frustrating reality that age was making travel a challenge. With Boomers making up approximately 20% of the American population, this multi media veterinary medicine clinical and outreach practitioner knew she wasn't alone. When she couldn't find a travel bag that met the needs of this aging travel buff, she designed the 'ULTI'™ boarding bag.

Baby Boomers are responsible for 80% of all luxury travel spending. [Pew Research]

They are responsible for over half of consumer spending.

This demographic has a combined annual purchasing power of \$548 billion dollars.

Boomers represent 44% of the US population, and in the next 5 years, they're projected to hold 70% of US disposable income and buy 49% of total consumer packaged goods. [Nielsen / BoomAgers]

Over the next 20 years, spending by Boomers is expected to increase by 58% to \$4.74 trillion. [AARP]

The CONMIGO® company is enabling seniors to tick off their bucket list dreams and feel great while doing so. The 'ULTI'™ travel bag addresses the unique needs of the mature traveler from MOBILITY, COMFORT, ORDER and SAFETY.

Features and Benefits of the ULTI™ Messenger Bag:

MOBILITY

- Only 3.7#
- Cross body design to better distribute weight
- Trolley sleeve to easily secure bag to pull luggage
- Enhanced legroom when seated on attached pad. Less leg cramping, greater ability to stretch out, less stiffness after extended sitting

COMFORT...Aging is not for sissies. Aches and pains of maturity can put a damper on the joy of the journey.

- Built in cushion provides comfort when sitting on hard surfaces
- Lightweight-3/7#
- Padded wide shoulder strap
- Easily converts to classic brief case
- Extra large, easy pull zippers tabs

ORDER...Travel can be confusing. Seniors don't need their luggage compounding the issue!

- 16 compartments-5 exterior and 11 interior
- Brightly colored lining-now you can find what you packed
- Gusseted expansive central compartment
- Easy to reach water bottle/umbrella pocket on front of bag
- Dedicated writing implement/file folder sleeve

SAFETY...Seniors are often targets for pickpockets and thieves while traveling.

- Being seated on the attached pad, safely nests the bag behind one's knees
- 4 plastic feet on base of bag keep it off the ground and exposed to less dirt/disease
- Water resistant ballistic nylon keeps contents dry and secure
- Multiple secured compartments
- Dedicated phone compartment on padded shoulder strap
- Slash resistant ballistic nylon and straps.
- Metal hardware
- Heavy duty zippers

If you are interested in learning more about this redesigned, function focused travel aid for seniors, contact CEO/Founder Bernadine Cruz, DVM. She is available for interviews. Care to see an 'ULTI'™ bag up close and personal, bags are available for industry leaders.

About CONMIGO®

Since 2019 CONMIGO® LLC has been creating world-class business, travel, and performance travel essentials. Blending functionality with the spirit of innovation and designed for those who are practical minded. The CONMIGO LLC company strives to improve the world while improving travel. They are proud to make a donation from each sale of the CONMIGO® ULTI messenger bag to the [American Veterinary Medical Foundation](#) (AVMF).

For more information about Conmigo, visit www.Conmigobags.com. To speak directly to founder, Dr. Bernadine Cruz, call 844-200-6780

Video - <https://www.youtube.com/watch?v=Raev7qCq32I>

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