

## PLAYING FOR WATER — UPDATE



NONPROFIT & SOCIAL CAUSE

Last year, we featured a non-profit venture that takes a playful approach to bringing clean water to African villages. [PlayPumps](#) installs merry-go-rounds that are connected to water pumps and water storage tanks, giving children a plaything and their families access to drinking water. We bumped into PlayPumps again this week, this time on handbags from Vermont. Handmade in Burlington, [Flashbags](#) “carry a conversation” by incorporating artwork or other talk-worthy images. The pictures are printed, laminated and sewn into simple bags. Flashbags’ partnership with PlayPumps is part of a campaign to place 100 new pumps in 100 days. For the duration of the campaign, Flashbags will donate 20% of the sale of PlayPumps handbags (priced at USD 79) to the organization. Besides donating money, the partnership’s aim is to help spread the word about PlayPumps, using bags to spark conversations. Spotted by: Brian Yang

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