



## Mom's invention serves dual purpose as bag, craft

Former Greenwich resident Tina Hill started her business with two goals in mind: Make money and find a creative way to be environmentally conscious. The result was the Kidzsack — a line of eco-friendly backpacks made of heavy weight, 100% recycled cotton and polyester.

“As a mom, I am always on the lookout for toys and crafts that spark creativity and are long lasting,” Ms. Hill said in a press release. “So, I designed my own, and launched Kidzsack in 2007.”

The Kidzsack bag is multifunctional as a bag and a craft project. Each backpack is screen printed with an original design, and has an inside pocket that holds eight

nontoxic, water-based markers. A child may color it anyway she wishes and when she gets tired of the look she can wash it and start over.

The bag holds a soccer ball, books or toys, and serves as an on-the-go activity.

“I have four elementary school-aged children, and as most parents know, the costs of caring for them and providing them opportunities like sports and recreation add up,” Ms. Hill said. She decided to start her business to help her family financially.

The bag is now available in 10 locations from Massachusetts to Pennsylvania including the Darien Sports Shop.



**Tina Hill, above, has designed a backpack that also serves as a craft project, at right. The sack can be colored in, washed and colored again.**