

FOR IMMEDIATE RELEASE

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Physical Therapist Mom Invents Revolutionary BackTpack; Now Available Locally at Twig in Chapel Hill, North Carolina

Chapel Hill, NC, September 14, 2009 — Twig, an eco-friendly specialty store in Chapel Hill, North Carolina, is proud to announce they have been selected as one of a very few authorized [BackTpack](#) retail dealers in the state of North Carolina. The BackTpack system is an innovative ergonomic alternative to the traditional backpack or book bag.

When inventor Marilyn Miller von Foerster's son entered middle school, the pain and dreadful posture associated with using backpacks really hit home. She set out to find a model that would address her concerns. As a highly trained physical therapist and researcher, von Foerster had been helping people with back problems for over 35 years. Despite her efforts to find a suitable bag, she could not find a backpack on the market that met her criteria for ergonomic design and utility. So she recruited her husband and her son to the design team and they together invented BackTpack. The American Physical Therapy Association ([APTA](#)) now [endorses BackTpack](#).

According to von Foerster, "Common backpacks require you to lean or pull forward to compensate for the load on the back. This posture has led to countless back, neck and shoulder problems. Since the load of the BackTpack is balanced and aligned with your natural axis, no compensation is necessary. The body's response is only to strengthen a tall posture."

Shawn Slome is always on the lookout for products with real value for customers in his "green" store, Twig, in Chapel Hill, North Carolina. When Slome's wife, a spine physical therapist and Feldenkrais teacher, recently saw the BackTpack demonstrated at a professional conference, her reaction was "It's brilliant. I couldn't wait to give it a two-thumbs-up to the Big Guy."

When the BackTpack sample arrived, Slome quickly recognized the quality construction and elegant design and couldn't help but think of all the toiling students who could benefit from this radical new design of the old school book bag. "Once our local chiropractors, physical therapists and orthopedic doctors recognize how the design improves back health and promotes healthy posture, I think we'll be seeing a bunch of our BackTpacks around town."

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“The BackTpack’s benefits include more comfort and ease, less pain, improved posture, balance and strength. You can access the BackTpack compartments while you’re sitting, it’s handy for travel, biking, and it can be used as a laptop bag as well,” Slome said.

Slome invites everyone to try the BackTpack at Twig located right next to Whole Foods in Chapel Hill. “The improvement over the old book bag is striking. We have all the models available so we can fit most any size person from a four feet tall school kid on up to 6ft-3in hulk. There is nothing we like better than to offer innovative new products that enable one to lead a life with more ease and grace.”

For additional information, contact:

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BackTpack available locally in the Raleigh/Durham/Chapel Hill area at Twig

About Twig

Twig opened in December of 2007 and offers sustainable, organic and fairly traded goods including organic cotton infant and toddler clothes, safe teething toys, safe natural wood toys, women's organic clothes in cotton and bamboo, locally made purses and colorful fairly traded bags from Guatemala and smart products to help us live a healthy life and conserve, re-use and recycle. “We’re serious about being ‘green’ so you can feel good about what you purchase.”

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