

Form Meets Function in 0 Yikes! Chic New Diaper Bag for Hip Urban Parents on the Go

SAN FRANCISCO, CA (SEND2PRESS NEWSWIRE) – 0 Yikes! (www.OYikes.com), a San Francisco based manufacturer of cutting edge diaper bags for active new parents, today announced the launch of the Slingback Ready-to-Go Diaper bag, a stylish, ergonomic, and easy-to-clean diaper bag which arrives fully loaded with all of the essentials, for today's hip urban parents and babies on the go.



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“After having my son, I was concerned with a number of typical ‘first time parent’ issues, including knowing what to pack while we were out,” said Lisa Lee Yap, President of 0 Yikes!.

**(Photo Caption: The 0 Yikes! Slingback Diaper Bag and matching accessories in Blueberry Key Lime.)*

“Inevitably, I’d either over pack and end up carrying things we didn’t need or I’d under pack and get caught without something essential. I was looking for a fashionable bag that came fully loaded with the essentials and nothing more. Every bag I tried was either too frilly or too rugged. I was looking for a bag that fit my active urban lifestyle that was practical enough for hiking, yet attractive enough for running around town. After two years of searching, I decided to design and create the 0 Yikes! Diaper Bag with the

look and function that today's hip and active parents need."

The O Yikes! Slingback Diaper Bag comes in three colors: Blueberry Key Lime, Purple Grape, and Tangerine Raspberry. Matching accessories include an insulated bottle holder, toiletries bag, diaper changing pad, and a baby wipe case.

"Just the Bags" can be purchased for \$140.00 or bags can be also be purchased "Fully Loaded" with sun block, a disposable camera, baby nail clippers, an oral syringe, hand sanitizer, a forehead thermometer, diaper rash cream, a onesie and baby power for just \$170.00.

San Francisco based O Yikes! was established in 2005, and was founded by Lisa Lee Yap.

For more information or to purchase the O Yikes! Slingback Diaper Bag please visit www.OYikes.com

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