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FOR IMMEDIATE RELEASE

cinda b Overnighter Chosen as Gift Bag for Jennifer Stone's Sweet 16 Birthday Bash

"Wizards of Waverly Place" star and friends gifted fashionable duffels filled with goodies galore

(Atlanta, Georgia – February 20, 2009) – *cinda b* (www.cindab.com), maker of contemporary quilted handbags and totes, travel bags and accessories, was chosen as the gift bag of choice for the "Sweet 16" birthday bash of Disney's "Wizards of Waverly Place" co-star, Jennifer Stone. Friends and fellow Disney celebs in attendance included fellow "Waverly" co-star Selena Gomez, Jennette McCurdy (Nickelodeon's *iCarly*), Demi Lovato (Camp Rock), Alyson Stoner (Camp Rock) and many other VIPs. *cinda b* Overnighter duffels in Sweetleaf Pink, Sweetleaf Navy, Roundabout Brown, Ravinia Ivory, and Ravinia Black were presented to each party guest, pack full of goodies at the 1940's themed party on February 7th.

"We wanted Jennifer's "Sweet 16" to be as memorable as possible and thought she and her friends would love our Overnighter duffel," said Cinda Boomershine, Founder and Designer of *cinda b*. "The Overnighter has a fun sophistication—perfect for such a milestone!"

To complete the goodie bags, the *cinda b*'s were filled with Aroma Naturals (www.aromanaturals.com), Dakota Martin – "Patty" polo (www.dakotamartin.com), Heelys (www.heelys.com), iFly (www.iflyhollywood.com), Jennifer Tuton Jewelry (www.jennifertuton.com), Marchon eyewear (www.marchon.com) and Prophetik (www.prophetik.com).

cinda b bags are the perfect combination of fresh designs and bright fabrics, resulting in a collection of contemporary bags for girls on the go. All *cinda b*'s come in coordinating, custom-designed patterns and colors, and are proudly made in the USA with the latest durable, poly/nylon fabrics, making them water-resistant and machine washable. The Overnighter and 32 other custom-designed bags from *cinda b* are available in 11 fun colors and patterns. For more information about *cinda b* duffel bags and to find a list of retailers, please visit www.cindab.com.

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About *cinda b*:

Launched in 2004, *cinda b* was the dream of award-winning, Atlanta designer, Cinda Boomershine. A love for color and passion for design led Cinda to start her own design firm in 2002. Quickly recognized for her fresh and functional approach and eye for design trends, Cinda was invited to join the cast of TBS's nationally broadcast *Movie and a Makeover*. Her on-the-go lifestyle led to a search for the perfect, everyday bag that was as stylish and fun as it was versatile and functional, in which *cinda b* was born. Today, *cinda b* is one of the fastest growing handbag, travel bag, and tote companies in the country offering hundreds of styles and patterns for girls on the go. Each bag is made in the USA with the latest water-resistant and machine-washable fabrics, and each is custom-designed with love and care by Cinda herself.