**Media Release**

**Eco Shopping Bags by BagsAlot to be Showcased at Fashion Exposed in Sydney, March 2011**

BagsAlot has been selected as one of 8 successful designers to be sponsored by the Textile, Clothing and Footwear Resource Centre of WA (TCFWA) and TCF Australia to attend Fashion Exposed in Sydney next month.

Fashion Exposed is one of Australasia’s premier trade fashion events and the next one is being held from the 6th to the 8th of March 2011 at the Sydney Exhibition Centre. Fashion Exposed occurs twice-yearly and provides an opportunity for the fashion industry to meet, source and buy collections from over 1,500 diverse Australian and International brands, all at one event.

Traditional earth friendly shopping bags look untidy, and when you put them in your basket or trolley, there’s hardly and room for your shopping! Designer Teresa Wojciak offers a solution to this. The

BagsAlot Bag holder lets you carry up to six full Sized shopping bags to, and around the supermarket or other shops fashionably—in a small trendy bag holder!

Benefits of the BagsAlot system are:

* The BagsAlot bag holder has exposed sides for security reasons. Bags can been clearly seen which makes them store friendly.
* They hang neatly on the outside of the trolley ready for use.
* When not in use the BagsAlot bag hangs neatly on a door handle, or can be kept in the car ready to be used on your next shopping trip.
* The lives of your bags are extended because they are folded and kept clean inside the holder.
* Easy to pack and unpack
* Helps to eliminate your carbon footprint!(by reusing the same bags over and over again)

Teresa said, “I’m excited to be selected to showcase my designs at Fashion Exposed in Sydney in March, thanks to TCFWA and TCF Australia. We Live in a world changing fast, we want to be earth friendly and we want to do its fashionably. I was tired of looking like a dag carrying my eco bags to and from the shops and supermarket. That’s why I was motivated to create the BagsAlot System”.

Along with sponsoring a selection of designers to showcase their work at Fashion Exposed, TCFWA and TCF Australia will provide attendees at the event access to a series of workshops for the textile, clothing, footwear & leather industry. The workshops will be offered FREE for up to 15 small businesses at a time.

Workshops to be held include:

**Using Online Resources to Market your Fashion Business**

Sunday 6TH March – 12noon – 1pm presented by Jasmyn Mumme – Shopwize

**Creating Your Online Fashion Shop**

Sunday 6TH March – 1pm – 2pm presented by Jasmyn Mumme – Shopwize

**How to Keep Customers Coming Back**

Sunday 6TH March – 2pm – 3pm presented by Jasmyn Mumme – Shopwize

**SEO & Google Ad Words Workshop**

Monday 7th March – 10.30am - 12 pm presented by Luke Kelty - Digital Bridge

**How To Brief Your Website Developer Workshop**

Monday 7th March - 1pm – 2.30pm presented by Luke Kelty - Digital Bridge

**Building Online Customer Base Workshop**

Tuesday 8th March – 10.30am - 12 pm presented by Luke Kelty - Digital Bridge

**Cloud Computing Services and Data Backups Workshop**

Tuesday 8th March - 1pm – 2.30pm presented by Luke Kelty - Digital Bridge

To find out more, or to book a spot to attend a TCF Australia Online Training & Mentoring Project workshops at Fashion Exposed, please go to [www.tcfaustralia.com/workshops](http://www.tcfaustralia.com/workshops) or telephone (08) 9479 3777.

**Designer Contact Details:**

Teresa Wojciak

Bagsalot

0439 858 659

[www.bagsalot.com.au](http://www.bagsalot.com.au)

bagsalot.sales@bigpond.com

**TCFWA & TCF Australia Media Contact:**

Carol Wallbank

Marketing & PR

Belmont Business Enterprise Centre (BEC)

TCF Resource Centre of WA (TCFWA)

Designedge Fashion Incubator

TCF Global Community Project

Ph: (08) 94793777 Mob: 0408 201 610

Email: carol.wallbank@tcfwa.com



**Textile Clothing Footwear Resource Centre of Western Australia Inc. (TCFWA)**

 PO Box 370, Cloverdale WA 6985 Phone 08 9479 3777 Fax 08 9479 3888

[www.belmontbec.com](https://mail.belmontbec.com/owa/redir.aspx?C=8d127f894f5944acb3d27b077834b21b&URL=http%3a%2f%2fwww.belmontbec.com)    [www.tcfwa.com](https://mail.belmontbec.com/owa/redir.aspx?C=8d127f894f5944acb3d27b077834b21b&URL=http%3a%2f%2fwww.tcfwa.com)   [www.tcfaustralia.com](https://mail.belmontbec.com/owa/redir.aspx?C=8d127f894f5944acb3d27b077834b21b&URL=http%3a%2f%2fwww.tcfaustralia.com)             [www.tcfglobal.com](https://mail.belmontbec.com/owa/redir.aspx?C=8d127f894f5944acb3d27b077834b21b&URL=http%3a%2f%2fwww.tcfglobal.com)        [www.designedge.net.au](https://mail.belmontbec.com/owa/redir.aspx?C=8d127f894f5944acb3d27b077834b21b&URL=http%3a%2f%2fwww.designedge.net.au)