

BRIGGS & RILEY

ENGINEERED FOR REALITY.
GUARANTEED FOR LIFE.™



RONALD MCDONALD
HOUSE® NEW YORK

The Ultimate Charitable Travel Trade-In – on Wheels

Briggs & Riley Rolls Out National Retailer “A Case for Giving” Event

More Than 100 Charities Get Donations When You Trade Up to Briggs & Riley

HAUPPAUGE, NEW YORK – FEBRUARY 10, 2016 ...Roll into a luggage store with one bag, and roll out with another thanks to the two-week-long charity luggage trade-in event starting February 11, 2016 at participating specialty retailers in the U.S and Canada. Briggs & Riley’s “A Case for Giving” works in cooperation with more than 250 retail partners to get your gently used rolling bag to someone in immediate need in local communities around the country. “A Case for Giving” salutes more than 100 charity partners of **Briggs & Riley’s** retailers including Ronald McDonald House, Treehouse for Kids, Make A Wish, Goodwill and local women’s shelters, men’s homes and coalitions for the homeless. Briggs & Riley is known for innovation, dependable durability, and service that have earned them a fanatical and loyal customer base of frequent travelers who demand bags that perform.

““We are very pleased to re-introduce “**A Case for Giving**,” for its second year and we expect to be even more successful and to exceed the 2,000 bags collected for the needy last year during our first luggage trade-in program,” said Briggs & Riley CEO, Richard Krulik. “The idea was sparked by conversations with foster care leaders who made me realize what a wonderful added purpose our products can have,” Krulik continued. We’ve put our support behind making sure that those in need can transport their belongings securely, whether it be a child leaving foster care or a woman getting out of a shelter or a family who must travel for medical treatment,” Krulik stated.

A CASE FOR GIVING – HOW IT WORKS:

Think about a gently used rolling bag you own. It might have even been sitting for years gathering dust in a closet.

Bring your used bag into a [participating luggage store nearby](#) between February 11 and February 29, 2016.

Receive \$100 credit on a new Briggs & Riley bag if you donate a used Briggs & Riley bag and a \$50 credit on a new Briggs & Riley bag if you donate a used bag from another brand.

Leave your used bag behind knowing it will be a joy to someone who needs it.

“Having Briggs & Riley’s support for another year means a great deal for families in search of the best treatments, wherever it leads them. The quality of their luggage ensures that they’ll have dependable and durable luggage for the duration of their fight,” said Ronald McDonald House New York Acting COO Richard Martin.

[Participating retailers and corresponding charities include:](#) Briggs & Riley partner stores in Newport Beach and Santa Monica, CA; Mori Luggage & Gifts with 29 Southeast area stores in Atlanta, Marietta, Alpharetta, Augusta, Kennesaw, Norcross and Buford, Georgia, Charlotte, Asheville, Raleigh, Durham and Greensboro, North Carolina, Greenville and Charleston, South Carolina, Nashville, Chattanooga, Knoxville and Franklin, Tennessee, Orlando, Naples, Jacksonville and Tampa, Florida, Huntsville and Birmingham, Alabama; Bergman Luggage with 21 stores in Seattle, Redmond, Tacoma, Bellevue and Spokane, Washington, Portland, Happy Valley and Tigard, Oregon, Sacramento, Capitola, San Diego, Los Gatos, San Ysidro and Santa Clara, California, Salt Lake City and Murray, Utah, Scottsdale and Chandler, Arizona, Boise, Idaho; Innovation Luggage with 7 stores in New York City and Hartsdale, New York, Westport and Greenwich Connecticut, 8 Peninsula Luggage stores throughout California in San Diego, Pasadena, Canoga Park, Rolling Hills Estates, Walnut, Thousand Oaks and Brea and Las Vegas, Nevada; 22 Luggage Factory stores in Cabazon, Gilroy, Camarillo, Commerce and Arvin in California, Chandler, Arizona, Las Vegas and Primm, Nevada, Woodstock, Georgia, Lahaina, Hawaii, Rosemont, Illinois, Somerville, Massachusetts, Central Valley, New York, Estero and Orlando, Florida, Chesterfield, Missouri, Charlotte, North Carolina, Cypress, Round Rock, Grapevine and San Marcos, Texas; 8 Landmark and Passport Luggage stores in Madison and Mequon, Wisconsin, St. Louis and Frontenac, Missouri, Omaha, Nebraska, Woodmere, Ohio, West Des Moines, Iowa; 5 Kaehler World Traveler stores in Chicago, Winnetka, Highland Park, Oakbrook Terrace, Illinois; Colorado Bag n Baggage with 21 locations in Dallas, Houston, San Antonio, Austin, McAllen Southlake, Texas, Boulder, Denver, Broomfield, Littleton, Colorado, Mission Viejo, Santa Monica and Ontario, California, King of Prussia, Pennsylvania, Raleigh, North Carolina, Arlington, Virginia, Scottsdale, Arizona; Lieber’s Luggage in Albuquerque, New Mexico.

More than 100 charity partners and beneficiaries include Ronald McDonald Houses in New York, NY, Atlanta, GA and Denver, CO, Dallas, TX, Seattle, WA, Charlotte, NC, San Diego, CA; Mission Men’s Home in Riverside, CA; Martha’s Home Women’s Shelter in Amarillo, TX; Treehouse for Kids in Tukwila, WA; the Cape Cod Center for Women, and the Coalition for the Homeless in Chicago, IL.

About Briggs & Riley Travelware

Briggs & Riley is the international brand of luggage and business cases whose fanatical customer base speaks loudly in the two way dialogue that embodies the company's mantra – Engineered for Reality, Guaranteed for Life. Briggs & Riley's main focus is making sure travelers are equipped with a durable product and a dependable relationship required for today's travel realities. Owned by US Luggage LLC, a privately owned and operated family company with headquarters on Long Island, New York, Briggs & Riley and its parent company are acclaimed for innovations such as the first ever wheeled luggage, a differentiating Outsider® handle, the first compression/expansion luggage and backing every bag they make with an unconditional lifetime performance warranty, the only one of its kind in the industry. Briggs & Riley collections and products can be found in North America, the UK, Japan and China at more than 600 fine specialty retailers, select high-end department stores and online, with online ordering and a store locator at www.briggs-riley.com

About Ronald McDonald House New York

Ronald McDonald House New York provides temporary housing for pediatric cancer patients and their families in a strong, supportive and caring environment which encourages and nurtures the development of child-to-child and parent-to-parent support systems. Ronald McDonald House New York is the largest facility of its type in the world. The House can accommodate 84 families, and it is filled to capacity almost every night. The House's location in Manhattan, in close proximity to 19 major medical and cancer treatment centers, draws children and families from across the country and the world, as well as from the metropolitan New York City area. Since its founding, more than 30,000 families have stayed at Ronald McDonald House New York. For more information, visit www.rmh-newyork.org.

Contact:

Briggs & Riley, Pamela@cloud12group.com

Ronald McDonald House, ngreaves@rmh-newyork.org