

SWAGS OF AWARDS FOR BACKPACK BED

Knox-based Swags for Homeless has won the world's largest product design award: the German 2011 Red Dot 'Best of the Best' for their Backpack Bed™.

Competing against 4433 entries from 60 countries, Swags for Homeless is the first Australian recipient and first charity globally to be awarded the highest Red Dot award honour since the awards inception in 1955. Past winners include Rolls Royce, Apple Inc. and Mercedes Benz.

Swags for Homeless, is a non-profit charity founded by Tony Clark that is helping Australia's street-sleeping homeless with its unique rolled-up bed that provides protection from wind, rain and mosquitoes and can be used as a fully functioning backpack.

Thousands of the Backpack Beds have been distributed around the world.



Founder of Swags for Homeless, Tony Clark, with co-designer wife, Lisa Clark and one of their latest awards.

For Australia's 100,000 plus homeless people, the fire retardant and comfortable Backpack Bed provides welcome relief.

Other awards in 2011 include two accolades at July's Australian International Design Awards (AIDA): The Sydney Powerhouse Museum selected the Backpack Bed as the top product design among all AIDA finalists with the additional honour of being acquired into the Museum's permanent collection; and the AIDA's gold logo Design Award in the Sport and Leisure category.

Following commencement of production in 2009, Swags for Homeless partners with more than 100 charities throughout Australia to distribute life-saving emergency relief Backpack Beds to homeless people who are turned away from shelters.

With community support, Swags for Homeless has manufactured 3,000 Backpack Beds over the past 12 months. Considerable interest and orders arrive daily from all parts of the globe.

www.swags.org.au