

# URBAN COFFEE CARRIER



MEDIA PRESS KIT





## MEDIA PRESS KIT

*"THE FUTURE IS ON OUR HANDS, AND WE MUST HONOUR & BE MINDFUL OF THE NEXT GENERATIONS TO COME. WE MUST MAKE BETTER CHOICES TO GO GREEN CREATING A SUSTAINABLE FUTURE. LIFE DEPENDS ON IT!"*

*JULIE MCKENZIE - FOUNDER*

### SOCIAL COMMUNITY

@MYWILLYWAGTAIL



#### HASHTAGS WE LIKE TO USE

#mywillywagtail  
#urbancoffeecarrier  
#juliemckenzieentrepreneur  
#reducesingleuse  
#sustainablecoffeecarrier  
#sustainabilitymatters  
#makeadifference  
#gogreen  
#womenentrepreneurs  
#changingtheworld

WWW.MYWILLYWAGTAIL



## Our Legacy

In 2016 Julie was inspired to design a range of innovative quality products that were reusable. So, we are happy to say that in 2021 Julie released her first sustainable product, the URBAN COFFEE CARRIER, via the crowdfunding site Kickstarter. Julie is now pre-selling worldwide and loving it with much anticipation and interest!

*"It's all about creating a new revolution to a sustainable way of life for all of us. Just imagine the resources we could save if we didn't use throw-away trays!" -Julie McKenzie Founder-*

URBAN COFFEE CARRIER VIDEO  
<https://bit.ly/3IjyJMM>

VISUAL ASSETS  
<https://bit.ly/3IjyJMM>

LOGO ASSETS  
<https://bit.ly/3IjyJMM>

KICKSTARTER CAMPAIGN LINK  
[1e.fnd.to/urbancoffeecarrier](https://1e.fnd.to/urbancoffeecarrier)



*With every purchase of the Urban Coffee Carrier, we will plant a tree.*

*Together we can make a difference! Follow along on our journey via our social media.*

## CONTACT

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## MEDIA PRESS KIT



### Julie McKenzie - FOUNDER

Founder Julie McKenzie started her My Willy Wagtail business with her family because she believes that sustainability could make a difference and that our choices today can change the future for generations to come.

“IT’S TIME TO EVOLVE AND MAKE A GENUINE CHANGE TO REUSABLES. TOGETHER WE CAN MAKE A DIFFERENCE! OUR CHILDREN WILL THANK US”

#### JULIE MCKENZIE FOUNDER

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FOR SPECIFIC PRESS INQUIRIES CONTACT

PRESS@MYWILLYWAGTAIL.COM

While Julie’s children were growing up, she could see the world drowning in a throw-away culture. She saw this human social concept where people would use items once and then throw them away and was disheartened that her children would grow up thinking this was normal.

Julie spent days and nights pouring over ideas. Then, in 2016, she knew that her first task was to change and revolutionise the way coffee was handled, especially since the social behaviours surrounding society’s love for coffee was growing.

Even though there were recyclable trays, Julie could see the energy and water use, and the rise of greenhouse gas emissions was very impactful. So, Julie designed the Urban Coffee Carrier to make a difference. It was a pivotal point in her life, and thus began her mission to change the industry one tray at a time.

*“The future is in our hands, and we must honour and be mindful of the next generations to come. We must make better choices to GO GREEN creating a sustainable future. Life depends on it!”* Julie McKenzie - FOUNDER

Creating the Urban Coffee Carrier was one of her proudest moments in life, not just because it would help the planet, but because it was vital for her children to see that if you believe in something strongly enough, you can make change happen. Julie’s family are all grown up now, and they wholeheartedly support her and even help in the business as they raise awareness together.

Julie and her family are committed to bringing new concepts and sustainable innovation to life. It is the very reason she dedicated her time and resources to designing more reusable products to revolutionise the way we think about expendable products.

KICKSTARTER CAMPAIGN LINK  
[1e.fnd.to/urbancoffeecarrier](https://1e.fnd.to/urbancoffeecarrier)

ANNOUNCES THE RELEASE OF

# THE URBAN COFFEE CARRIER

## THE RIGHT WAY TO CARRY YOUR COFFEE!

*World's first sustainable & reusable silicone cup holder & carrier bag*



**Sunshine Coast, AUSTRALIA** - Julie McKenzie and My Willy Wagtail is thrilled to announce the launch of their new revolutionary product, the **Urban Coffee Carrier**! It is the world's first sustainable, reusable silicone cup holder and carrier bag.

This fantastic product will be available on **Tuesday 14th December 2021** (USA, GMT-8) via the crowdfunding site Kickstarter worldwide.

Let's be honest and think about the daily resources needed to recycle and remake those throw-away trays. The Urban Coffee Carrier is made from high-quality materials to stand the test of time. So, there is no need to throw it away.

Founder Julie McKenzie started her My Willy Wagtail business with her family because she believes that sustainability could make a difference and that our choices today can change the future for generations to come. While Julie's children were growing up, she could see the world drowning in a throw-away culture and was disheartened that her children would grow up thinking this was normal.

Even though there were recyclable trays, Julie could see the energy and water use, and the rise of greenhouse gas emissions was very impactful. So, Julie designed the Urban Coffee Carrier to make a difference. It was a pivotal point in her life, and thus began her mission to change the industry one tray at a time.

The Urban Coffee Carrier is modular so that you can carry two, four or even six beverages at a time and your snacks. So, you can safely and securely have everything you need in one hand for coffee time and more. As a bonus can also use the 2 cup carrier by itself for that quick coffee dash or even use the bag to pick up those few essential items.



*"The future is in our hands, and we must honour and be mindful of the next generations to come. We must make better choices to 'GO GREEN', creating a sustainable future. Life depends on it"*

*- Julie McKenzie FOUNDER -*



Watch Now  
Urban Coffee Carrier Video  
<https://bit.ly/3rPbjQj>

[KICKSTARTER CAMPAIGN LINK](https://www.kickstarter.com/campaign/urban-coffee-carrier)

[1e.fnd.to/urbancoffeecarrier](https://1e.fnd.to/urbancoffeecarrier)

### CONTACT INFO FOR INTERVIEWS

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[www.mywillywagtail.com](http://www.mywillywagtail.com)

Full details of the PRODUCT along with PRESS KIT can be found **ON THE WEBSITE**

# ANNOUNCES THE RELEASE OF THE URBAN COFFEE CARRIER



The Urban Coffee Carrier is designed to cover most drink sizes and there are ample pockets to hold your items, such as your keys, wallet, phone and even straws. Did we mention it is dishwasher safe, BPA free, food-grade silicone, heat resistant, stain-resistant, leakproof and waterproof?

Use at home, in the office or on the run to meet with friends. The Urban Coffee Carrier is unlike anything else on the market. It has everything you need and is even easier to store away when you are finished.

With every purchase of The Urban Coffee Carrier,  
we will plant a tree and together, we can make a difference!

In 2016 founder Julie McKenzie was inspired to design a range of innovative quality products that were reusable. Now Julie and her family are committed to bringing new concepts and sustainable innovation to life. My Willy Wagtail will designing more reusable products to revolutionise the way we think about expendable products.

*"It's time to evolve and make a genuine change to reusable.  
Together we can make a difference! Our children will thank us"*  
- Julie McKenzie Founder -



Julie McKenzie - FOUNDER

The Urban Coffee Carrier will be available via the  
crowdfunding site, Kickstarter Worldwide!

Watch Now  
Urban Coffee Carrier Video  
<https://bit.ly/3rPbjQj>



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