



Sharon Middup Director, Rac N Roll

www.racnroll.com

Spring 2014 Newsletter

Testimonials

"I just wanted to send you a quick note and let you know how much I enjoyed my bag at our recent competition. All of my costumes, props, shoes, makeup, hair stuff, jewelry and snacks were in one place, and it made Emerald's quick changes a breeze. I was the envy of all the other dance moms!! Thanks again for such a great invention."

— Jennifer

"Now my girls are much more independent. They can pull their own dance bag, get ready on their own and don't lose any of their costume pieces. Thank you, thank you, RAC n ROLL!"

— Lisa

"Thank you so much for getting this to us before we leave for nationals. It is exactly what we were looking for."

— Jenny

For these and more testimonials, click [here](#).

Pack... Rack... Stay on Track!

Rac N Roll bags are the secret to keeping all of your dance gear visible, accessible and mobile while traveling to dance competitions and events. This "wardrobe-on-wheels" is both practical and fashionable; the bags are available in different sizes and colors. Rac N Roll now also offers a range of accessories, including garment bags, cosmetics bags and hanging mirrors. Items are available online through www.racnroll.com, as well as in a number of [retail stores](#) throughout the U.S.



Picture Source: racnroll.com

Meet Sharon Middup, Creator and Director



Sharon Middup created the concept for Rac N Roll bags while her daughter was in competitive dancing. The "light bulb moment" occurred when, after attending a number of competitions that offered no places to hang clothing, she came up with an idea to keep everything organized, displayed and easily accessible. Though she had no business experience at the time, her product took off and she now manages a thriving online company. Sharon oversees operations at a warehouse where Rac N Roll bags are manufactured and distributed, and also handles customer inquiries herself. She is happy to be selling her idea all over Canada, the United States, England and Australia. A business owner with a big heart, she often donates bags to children in need.



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