

Snugabell™ Mom & Baby Gear Introduces The Best for Babes PumpEase®: All Proceeds Donated to The Best for Babes Foundation

The Best for Babes PumpEase, designed by Snugabell, is the hands-free pumping bra that offers functionality, comfort, durability, easy care, and top-notch quality in a stunning, custom dyed fabric created just for Best for Babes.

Vancouver, Canada (October 2011) – Snugabell Mom & Baby Gear is very excited to announce that 100% of the proceeds from the sale of the Best for Babes PumpEase hands-free pumping bra (<http://www.snugabell.com/best-for-babes-by-pumpease>) will be donated to the Best for Babes Foundation (<http://www.bestforbabes.org>), an award-winning organization dedicated to helping moms beat the Booby Traps™, the cultural and institutional barriers that prevent moms from achieving their personal breastfeeding goals.

The fabric used to create the Best for Babes PumpEase was custom dyed to match the rich rhubarb hue of the foundation's signature color. It is vibrant, dramatic, and beautifully saturated.

"Snugabell is a long-time supporter of Best for Babes, with \$2 from every online sale going to the organization," says Wendy Armbruster Bell, founder of Snugabell Mom & Baby Gear. "But we felt it was time for a product directly branded with Best for Babes to do even more. Every time a mom uses her Best for Babes PumpEase bra, she will think of their mission and remember that she is helping moms beat the Booby Traps."

PumpEase was originally born of necessity when Wendy was pumping breastmilk so her husband could occasionally feed their first child. She longed for a way to accomplish other tasks while pumping. Her desire to find a hands-free solution was made more desperate by a severe case of Carpal Tunnel Syndrome (common among pregnant and postpartum women) that made holding the breast pump horns painful and left her hands completely numb. With PumpEase, moms can read, write, text, talk on the phone, surf, drive, fold laundry, make dinner, tend to their babies and much, much more ALL while pumping.

"We're thrilled that Snugabell Mom & Baby Gear is making this generous contribution," says Danielle Rigg, co-founder and Chief Operating Officer of Best for Babes. "Part of our mission is to give breastfeeding a positive makeover, and the gorgeous style of the Best for Babes PumpEase achieves that by helping moms feel beautiful and stylish while pumping for their babies."

The Best for Babes Foundation was established in 2007 to give breastfeeding a makeover by using mainstream marketing and branding to inspire, prepare and empower moms, and to reveal and remove the barriers that keep most moms from achieving their personal breastfeeding goals, despite their best intentions. Their mission is to shift the focus and pressure off of moms and onto the "booby traps", helping to remove those barriers through positive social pressure. They harness the power of celebrities, corporations, foundations, fashion, advertising, the medical community, and the media to bring about a culture change that embraces, celebrates, and supports breastfeeding moms.

Snugabell also makes the very popular PumpEase, the world's only fashionable hands-free pumping bra, and PumpEase Organic, the world's only organic hands-free pumping bra. Additionally, Snugabell recently introduced the Toni Top™, the beautiful and versatile nursing top, as the premiere piece of their "bump, breast & beyond™" apparel line.

Snugabell Mom & Baby Gear believes in giving back to the community of breastfeeding and pumping moms. The Snugabell blog (<http://www.snugabell.com/blog>) provides information about

pre and post-partum health and wellness, breastfeeding and pumping, other fabulous products and businesses, creating a breastfeeding-friendly culture, and some behind-the-scenes looks at the company. The Snugabell Resource page (<http://www.snugabell.com/resource-links>) lists a myriad of helpful websites for pregnant and breastfeeding women and a few things for Dad too.