

Snugabell Mom & Baby Gear Announces Exciting New Partnership with Mother's Choice Products for Distribution in Canada

Snugabell is the manufacturer of PumpEase, the hands-free pumping bra that offers functionality, comfort, durability, easy care, and top-notch quality in two fabric options – unbleached and undyed certified organic cotton and high-performance technical fabric in fun, designer prints.

Vancouver, Canada (May 2011) – Snugabell Mom & Baby Gear is thrilled to announce that Mother's Choice Products is now the exclusive Canadian distributor for PumpEase, the world's ONLY fashionable hands-free pumping bra and PumpEase Organic, the world's ONLY organic hands-free pumping bra.

"Mothers Choice Products mission has always been to provide superior products to enhance the parenting experience," says Sandra Haas, founder of Mother's Choice Products. "We are committed to service, selection and style and are very excited to partner with Snugabell and PumpEase as a fantastic addition to our product line."

PumpEase was born of necessity when Wendy Armbruster Bell, founder of Snugabell Mom & Baby Gear, was pumping breastmilk so her husband could occasionally feed their first child. It wasn't long before she began searching 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. Wendy frequently receives emails from moms detailing their new, and sometimes surprising, activities while pumping.

The fabric choices also make PumpEase the only hands-free pumping bra that is about more than just meeting the functional needs of breast-pumping moms. The Classic Collection, featuring vintage-inspired and animal prints, and the Fabulous 50's Collection, with polka dots in fun colors, showcase designer prints that allow moms to choose one that best fits their personality. PumpEase Organic, made from a beautiful, unbleached and undyed, certified organic cotton, provides a "green" choice for the eco-conscious mom – a rapidly growing segment of the market.

"I am delighted to be working with Mother's Choice Products to make PumpEase available in more retail outlets across Canada," says Wendy. "Mother's Choice has proven their commitment to supporting breastfeeding mothers and working with companies that truly have the best interest of parents and babies at heart."

Snugabell Mom & Baby Gear believes in giving back to the community of moms and getting actively involved in causes they believe in. 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.

Sungabell is also very active on Facebook (<http://www.facebook.com/PumpEase>) and Twitter (<http://twitter.com/PumpEase>), where moms can find support, empathy, and advice in an active community discussing topics ranging from breastfeeding and pumping to health, family dynamics and beyond.

Snugabell is proud to donate \$2.00 from the online sale of each PumpEase, as well as all proceeds from the sale of their "Miracle" door hanger, to the Best for Babes Foundation, an organization whose mission it is to help women beat the cultural and institutional barriers that prevent moms from achieving their personal breastfeeding goals.