

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Born out of Boredom

PumpEase™ Hands-free Pumping Bra Gives Moms Their Freedom Back

Coquitlam, BC - There is a new breed of mom out there. Call her the “Yoga Mom”, the “Yummy Mummy” or maybe “Vice-Presidential Nominee”. Today’s mom makes her own decisions and if that is to go back to work, to stay at home or to start her own business, that is what she will do.

As they say, necessity is the mother of invention, and many new products and businesses have come from this generation of women who, in the process of having a child, discover a need and decide to fill it themselves. This is exactly what happened with Wendy Armbruster Bell, Founder & Creative Director of Snugabell Mom & Baby Gear. Wendy and her husband Mike decided that breastmilk was the best choice for their children. Wendy chose to pump so that Mike could also feed their babies and bond with them as she was. Finding the pumping process excruciatingly boring, she tried to find a hands-free alternative, which led to her inventing a new product. After over three years of research and development, Wendy debuted PumpEase, a hands-free pumping support that holds the breast pump securely and comfortably in place. Wendy designed PumpEase to be easy to use, comfortable and fashionable (yes, I said fashionable). Her goal was to make pumping more pleasurable and that’s exactly what it does. Now moms can shop online, read email, talk on the phone, read a book or take care of their baby, all while pumping.

There is no denying that this is a generation of multi-tasking women. One only needs to look at the presidential campaign in the US. In a People Magazine interview with Governor Sarah Palin, as reported by ABC News, “The mother of five told People magazine she is still nursing her baby son, Trig, born in April. But she did not think she’d have any trouble balancing her family obligations with the challenges of the campaign or the vice-presidency if the Republican ticket prevails in November.”

“What I’ve had to do, though, is in the middle of the night, put down the Blackberry and pick-up the breast pump. Do a couple of things different and still get it all done,” Palin said of balancing work and family.

If Governor Palin had a PumpEase, she wouldn’t even have to put down her Blackberry! Wendy’s primary goal in creating PumpEase was to empower today’s moms to take back some control over their time and as a result have the choice to spend it doing what they want or need to do.

Media are invited to request a sample of PumpEase for their favourite breast pumping mom to review.

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For further information or to set up an interview, please contact:

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