

## MEDIA RELEASE

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FOR IMMEDIATE RELEASE

### **Local Mompreneur Enters the Dragons' Den** *Snugabell™ Travels to Toronto to Pitch Business to Canadian Venture Capitalists*

Coquitlam, BC - It's not every day that a specialty bra gets a mention in TIME Magazine and an invitation to appear on national television all in the same day, but that's exactly what happened to local mompreneur Wendy Armbruster Bell, owner of Snugabell Mom & Baby Gear, manufacturer of breastfeeding and pumping products.

"We were just celebrating our coverage in TIME Magazine, when we got the phone call from one of the producers of CBC's Dragons' Den. What a day!", says Wendy. Wendy and her husband Mike Bell are traveling to Toronto this week to pitch Wendy's mom-friendly invention - hands-free pumping bras that allow moms to pump breastmilk *hands-free and in style* - to a panel of business moguls on CBC's Dragons' Den. The television show features entrepreneurs who are looking to secure investment financing from the ruthless 'Dragons'.

The Dragons' Den crew is in the midst of filming their sixth season, due to air from September 2010 to March 2011. "I've worked long and hard for the last two years developing a high quality product that moms love. So, it's great to get international recognition and a chance to pitch my dream to the Dragons", Armbruster Bell said, adding that she's been rehearsing with a group of local entrepreneurs and advisors in preparation to enter "The Den".

She hopes the preparation will be well worth it, because, as it says on the Dragons' web site, "It takes more than passion to convince these boardroom giants that your idea is worth their attention. The Dragons are ruthless and rightly so - it's their own personal money on the line."

PumpEase hands-free pumping bras are manufactured in Vancouver, from a high-quality technical fabric, and are guaranteed to work with any breast pump on the market. "With 70 to 90% of nursing moms pumping breastmilk, PumpEase bras are an essential breastfeeding tool. And because PumpEase are the world's ONLY *fashionable* hands-free pumping bras, they are flying off the shelves", says Armbruster Bell.

But even with all that hard work, there's no guarantee that her pitch will make it to air. She also won't be able to disclose the outcome of her pitch until after the episode airs, if it makes it. So, stay tuned... there may be more exciting days to come for this hard-working local entrepreneur!

**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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