

## MEDIA RELEASE

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FOR IMMEDIATE RELEASE

### **PumpEase™ - Putting the “Fun” in Functional**

*PumpEase is the world’s ONLY fashionable hands-free pumping bra - helping moms pump breastmilk in style!*

**Vancouver, BC** - PumpEase, made by Snugabell™ Mom & Baby Gear, is the hands-free pumping bra that offers easy use, exceptional comfort, durability, and top-notch quality in fun and stylish fabrics that make moms feel pretty.

PumpEase gives moms the ability to read a book, use the phone, or even work online while pumping by freeing their hands from the awkward, and sometimes painful, task of holding the pump horns against their breasts for extended periods of time.

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. Wendy 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.

“After spending a lot of time doing research, I became frustrated when I realized that there wasn’t a single pumping bra on the market that met all my needs,” says Wendy, who has extensive experience in the fashion design industry. “So I made my own that was adjustable, which is an absolute requirement for the fluctuating breast sizes of nursing moms, and easy-to-use, with unique no-stitch horn openings that are guaranteed to securely hold all makes and models of breast pumps.”

In addition to meeting all of the functional necessities of breast pumping moms, the PumpEase is available in fashionable prints so moms can choose one that fits their true personality and perhaps feel a bit less like they are using a medical device. PumpEase pumping bras are currently available in the Classic Collection (including floral and animal prints), the Fabulous 50’s Collection (polka dots in fun colors) and the Organic Collection (beautiful unbleached and un-dyed organic cotton).

“Women like pretty things even when they’re pumping,” says Wendy. “The PumpEase speaks to that, helping moms feel sassy and dare we say, sexy, while also doing their very best to provide breastmilk for their babies.”

Snugabell believes in giving back to the community of moms and getting actively involved in causes they believe in. The [Snugabell 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](#) lists a myriad of helpful websites for pregnant and breastfeeding women and a few things for Dad too.

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.

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