

## MEDIA RELEASE

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FOR IMMEDIATE RELEASE

### Baby Boom at The Boom Boom Room *PumpEase™ Lends a Helping Hand*

**Vancouver, BC** - Recently, Wendy Armbruster Bell, founder of Snugabell™ Mom & Baby Gear, participated in the Pre-Golden Globes Hollywood Baby & Big Kids Boom Boom Room to talk to celebrities about her product PumpEase, 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. (Yes, EVEN when they're pumping!)

Wendy enjoyed her time in the Boom Boom Room discussing pumping and nursing with so many friendly people. These are all busy women who can deeply appreciate the ability to use the phone, work online, or even just read a book 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.

Included are photos of Wendy at the Snugabell booth with singer Jewel and Entertainment Tonight co-anchor Nancy O'Dell.

Wendy also believes in giving back to the community of moms and getting actively involved in causes she believes 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 - the "Booby Traps™" - that prevent moms from achieving their personal breastfeeding goals.



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