



NEWS RELEASE

Apparel and Gift Items in Support of Breastfeeding for Moms and Babies

For Immediate Release

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Lawrenceville, NJ (*December 5, 2007*) – Just in time for the holidays, the Cushie Pushie Company is launching its new line of fun pro-breastfeeding apparel and gift items. The gift items are geared towards nursing moms and their babies.

The “Eat at Mom’s” and “I Eat at Mom’s” items highlight the more humorous benefits of breastfeeding. These include 24-hour access, no wait, all babies can eat, always served fresh, and premium milk on tap, along with the wonderful “tips” given of smiles, kisses, and hugs from a loving baby.

Available items include t-shirts, an organic cotton t-shirt, sweatshirts, onsies for baby, toddler tees, bibs, mouse pads, and tote bags. They are available in Infant (6 mos-2T), Toddler (6 mos-4T), Woman (small-2XL), Uni-Sex (small-4XL), Plus (16/18-32/34), and even Maternity sizes (small-2XL) Fulfillment is currently being provided by Café Press.

Also available for the holidays are breastfeeding gift baskets for those breastfeeding moms on your list, including some of the merchandise above as well as the Cushie Pushie Breast Support pillow, the company’s signature product. Baskets can be customized to fit your unique needs.

About Cushie Pushie Company

The Cushie Pushie Company is headquartered in Lawrenceville, NJ. A working mother of two, Lois Whittaker is the owner of the company and inventor of the Cushie Pushie™. With a goal to make breastfeeding easier for new as well as experience moms, the Cushie Pushie Company aims to provide a quality product at a reasonable cost.

For more information, visit www.cushiepushie.com.

For additional press information, visit www.cushiepushie.com/press.htm.

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