

## **FOR IMMEDIATE RELEASE**

### **Babywearing is made Easy with the Versatile and Trendy Baby Carrier Design that Features a Patent-Pending Safety Seat by Bundleboo™ LLC.**

*Bundleboo™, LLC. has created a Safety Seat style wrap carrier that not only adds to the comforts of babywearing, but it also provides support to the world wide non-profit organization, The Smile Train™.*

Winchester, VA., June 21, 2007— During her pregnancy, Bundleboo LLC wraps founder, Rebekah Gonzalez was told her little girl, Katy, would be born with a Cleft lip and/or Cleft palate. Shortly after the birth, Katy, then 3 months would undergo cleft lip repair. In the hospital, Katy found comfort while in her traditional wrap carrier. Following the surgery, Katy was finally getting the attention she deserved as was the traditional wrap that she was being carried in. The interest from this simple wrap was so overwhelming that Rebekah thought she could make a business making them herself. Being taught to sew in her mother's kitchen, and by taking the advice from her to find a unique style that would stand out from the rest, Rebekah started making some much needed changes to her traditional wrap and within 24 hours , Bundleboo LLC was born. "The idea was based around a defined and more secure place for the baby to sit" states Rebekah. Within four months, the "safety seat" style wrap was patent-pending. Once Rebekah could no longer keep up with the demands of sewing, she found a US based manufacturing company that provides, Bundleboo LLC with fabrics that are 100% made in the USA.

Bundleboo LLC wraps are made using machine washable and dryer safe, 100% woven cotton and is designed with a patent-pending safety seat which consists of roomy, comfortable leg holes built into the fabric. Panels are made to evenly distribute the weight of your baby over the shoulders, back and hips which virtually eliminate back pain and pressure points that are common in strap or one shoulder carriers. With all of the tremendous benefits of a traditional wrap carrier, Bundleboo LLC has provided safety, comfort, and simplicity of use along with peace of mind.

There is no minimum infant weight requirement and it will support toddlers up to 40 pounds. With 10 different carrying positions, it allows you the flexibility to find the most comfortable position for you and your baby. In addition, they also allow for 2 discrete and hands-free nursing positions. "There is a small learning curve but after you have done it a few times, you should be able to put your baby in any of the positions in under one minute." Rebekah adds, "Bundleboo LLC has truly cut the learning curve in half from traditional wrap carriers, making it far easier to master in a short period of time."

Bundleboo LLC offers three different product designs.

Classic Bundleboo is their conservative solid color carrier with cream color accents. The Signature Bundleboo is a fun and unique design fabric center panel. This design re-enforces and clearly defines the "Safety Seat" and after adding extra fabric, it also provides a small amount of padding for your shoulders in a few of the back positions. The Premier Bundleboo is a custom line that provides the customer with specific fabrics, patterns, and animal or design appliques creating an extraordinary Bundleboo wrap. In August 2007, the Organic Bundleboo will be made available for retail purchases. Each carrier purchased includes a tote bag and instructional DVD. Prices vary for styles and range from \$69.00-\$119.00.

Upon finding "The Smile Train", a world wide non-profit organization dedicated to provide cleft lip and palate repairs to poor children all over the world, Bundleboo LLC would be able to help this cause by providing them with a portion of their sales. "I saw the difference the surgery made with Katy and found a great need to help others who could not otherwise afford this life changing surgery." Rebekah adds, "I decided at this point that it was my goal to not only help support my family but to also help raise money for these kids."

For additional product and ordering information, please visit [www.bundleboo.com](http://www.bundleboo.com). Bundleboo LLC will also be attending the DC Baby Carrier Expo on August 25, 2007 and the ABC Kids Expo in Las Vegas, NV, September 7-10, 2007.

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