



For Immediate Release

Mom Inventors Team Up for a National Mother's Day Giveaway

19 Women Entrepreneurs Host Contest to Give Back to Mothers, the Key Supporters of their Businesses

DANVILLE, Calif. – April 22, 2009 – To celebrate moms-to-be this Mother's Day, Boogie Wipes® has organized a "Mom-Invented Boogie Baby Shower" where one lucky expectant mommy will receive a party in her honor valued at over \$5,000. This amazing shower will include a cake, flowers, décor, and shower games for 25 guests, and \$1000 in gift certificates to Babies"R"Us, Target, Walmart and Diapers.com. 25 guests will also receive swag bags full of mom-invented products each of which were created to help make Mom's life easier. The contest begins April 10th, 2009 and runs through May 9th, 2009. The winner will be announced at www.boogiewipes.com on Mother's Day, May 10th, 2009.

My Plate-Mate is one of the Mom Invented contributors slated to be included. As a meal time accessory, My Plate-Mate was designed to help toddlers learn to eat using a utensil while eliminating messy spills and clean up for parents. Launched on a small marketing budget in 2008, Co-Founders Michele Wong and Paige Akabane found that the word of mouth from Moms was instrumental to My Plate-Mate's rapid success. "Mothers form knowledgeable, tight knit and opinionated groups," explains Wong. As Mom recommendations for My Plate-Mate spread through blogging and social media networks, sales quickly began to rise. "I think Moms quickly recognized the utility of our product and were eager to share that information with others. We are grateful for the support and buzz we continually receive from Moms out there," continues Akabane, "this baby shower is a wonderful way for us to all give back and show them our appreciation."

Other companies participating in the Mother's Day Giveaway are Boogie Wipes®, Ritzy Bitzy Designs, Ah Goo Baby, Dapple, Paci Plushies, Chuck the Yuck, Oopsy Daisy Beautiful Baby, Munchkin Designs, The Mommy Measure, ONTRAY, Me 4 Kidz First Aid, Bebe Belay, Baby Light and Clip, Messy Face, Sleepy Wrap, Infant Bows, Dimpleskins Naturals, Pumpkin Noodle, Grippies, and Belly Fish. All pregnant moms 18 years or older in the US can enter at www.boogiewipes.com. The winner will be drawn at random on Mother's Day, Sunday, May 10th, 2009 and posted on the Boogie Wipes® website. The due date and shower date must take place sometime between June 1st and December 31st, 2009.

Contact:

For information on product releases, photos, samples, and packaging:

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