

MEDIA ADVISORY

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BLUE CELERY BABY SLINGS

***MOTHER'S NEED DRIVES NEW TAKE ON OLD IDEA & BIRTHS
DONATION TO ESTABLISH BABY SLING BANK FOR MOTHERS AT RISK
& IN NEED***



Ottawa, ON (December 10, 2008) – Blue Celery, a Mom-preneur run Canadian manufacturer of ‘double-loop style’ baby slings, is spearheading a *Baby Sling Lending Bank* for the Birth & Parent Companion Program of Mothercraft Ottawa. Starting in Ottawa, this unique initiative will benefit young single mothers, and mothers suffering abuse, addiction, or mental illness. “*Promoting strong parent-infant attachment lays the groundwork for healthy and secure babies, confident parents, and emotionally stable families and communities.*” says Jessica Dwyer, Manager at Mothercraft Ottawa who will actively promote and administer the Sling Bank.

The initiative is financially supported through the generous donations of Blue Celery and its online customer patrons;

- Blue Celery Ltd. will donate ten Blue Celery baby slings to start off the Lending Bank and also contribute four (\$4) dollars for every Blue Celery baby sling sold online at www.bluecelery.com between December 1, 2008 and March 31st, 2009

Blue Celery founder Colleen Caney, recalls when she was a mother in desperate need of soothing her high needs infant daughter and found salvation in a double loop design baby sling. “*I knew I had to bring this design to other moms. The double loop system saved my own sanity and allowed me to be the mother I wanted to be; and I’m ecstatic it can now assist mothers at risk to adopt the principles of attachment parenting and all-natural child rearing that I so fully believe in*”, articulates Caney. Her ‘Mom-preneur’ beginnings have quickly evolved into a manufacturing and marketing business with online and boutique retail distribution across Canada, and the U.S.A. “Retailers now call us from around the world to stock our slings”, Caney says. “*Blue Celery slings are safe, comfortable, and easy to put on and off. I would recommend them to any parent who is looking for the best baby-wearing tool*”, as endorsed by Rachel Horsley of Mothercraft. Watch for celebrity sightings of the Blue Celery, as several stars have been gifted with the sling, including most recently Jennifer Garner.

About Birth Parent Companion Program, Mothercraft Ottawa

Since 1991, The Birth and Parent Companion Program has been training volunteer Companions to provide one-on-one and group support, information, companionship and mentoring to low income mothers who are young, single, or isolated new Canadians, or who have histories of addiction and abuse or mental illness and any others who may be at risk in parenting. The Birth and Parent Companion Program has over 170 volunteer Companions who provide more than 4,500 hours of direct service support to program participants each year.

www.mothercraft.com

About Blue Celery

Founded in 2006, Blue Celery Inc. has quickly grown to become a Canadian manufacturer, wholesaler and marketer of the double-loop baby sling system in yoga and organic fabrics. The company believes in fostering attachment parenting and all-natural child rearing without sacrificing comfort, ease, or style. The Blue Celery company hails from Ottawa, Canada and has successfully expanded its reach by selling online and distributing through boutique retailers throughout North American.

www.bluecelery.com

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