



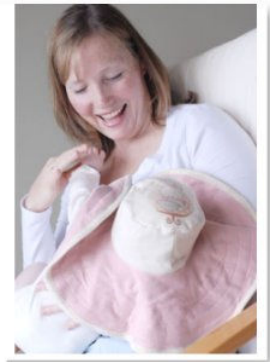
MoBoleez
modern bonnets for
breastfeeding babes

Introducing “MoBoleez” – the world’s first breastfeeding hat!

What’s a breastfeeding hat?

A breastfeeding hat is based on a simple, fun idea. The idea? Design a hat just for the breastfeeding baby, with a tiny little head and great big brim. The wide brim offers a little privacy for mom, and cuts out distractions for baby. The fun? Super soft, all natural fabrics, baby-friendly colours, and delightful illustrations for the **top** of the head (visible when breastfeeding of course!) And, when moms lift up the brim, there’s a little message from baby!

Beautifully made, eco-friendly, and cute as a button, MoBoleez represents *a brand new product category* for retailers.



What’s MoBoleez?

MoBoleez , “Modern Bonnets for Breastfeeding Babes”, is a Canadian company founded in 2006 by Diane Sam, a nursing, working mother of two. MoBoleez is a baby products company focused on supporting and celebrating the breastfeeding mum. MoBoleez recently launched their breastfeeding hats across North America.

Who’s Diane Sam, and how did MoBoleez start?

Diane Sam, Owner and Founder, is a working mother to two sons, Elijah (3) and James (1). A graduate of the University of British Columbia (B.Sc) and Trinity Western University (MA) in Psychology, she has been an entrepreneur for 15 years, in the area of technology and small business consulting.

Never quite happy in the corporate world, Diane has been a passionate supporter of small business as a means to achieve financial and personal freedom, and make a difference in the world. After having two babies in just over two years, she was looking for a way to combine her passion for motherhood with her love of business.



Story Segment Ideas

Business News: How do you create a new product? Take something that’s as old as the hills, and completely re-think it. Baby bonnets are about as old a product as you can imagine. When was the last time there was something completely new in baby hats? Well, now there is. The “MoBo” in “Mobleez” is short for “modern bonnets” – “modern” to convey the idea that this is a new, up-to-date product for the modern mum, and the “bonnet” to convey the old fashioned values behind the traditional baby colours, the soft, natural fabrics and the healthy art of breastfeeding.



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Business News: The mommy/entrepreneur boom is happening! This is another product designed by a new mum to meet her needs and make her life a little easier, fun and stylish. Success stories for “mommy-preneurs” are a welcome global trend, and “MoBoleez” could just be the next one!

Social/Health Trends: MoBoleez is committed to supporting the nursing mum. Why, when interest and acceptance of nursing is at a high point in our culture, are so many women having problems establishing and sustaining breastfeeding? MoBoleez hats are a cute way to promote breastfeeding, help mums feel proud of what they are doing, help them to relax and have fun with the sometimes awkward process.

“Yummy Mummy” Trend: Is MoBoleez part of the “glamourization of motherhood” that the term ‘yummy mummy’ signifies? At MoBoleez, we like to think of our products as contributing to the idea that that term needs to be re-appropriated by real mums, not the glamourized perfect bodies, perfect lives, sex-ification that is sometimes implied by the term. At MoBoleez, our products are about the “real meaning of Yummy Mummy”: breastfeeding.

“Eco-friendly” Products/ “Conscious Capitalism” Trend: So, can you save the world and make money at the same time? According to Megatrends 2010 author Patricia Arburdene, business is in the midst of a profound transformation called “the rise of conscious capitalism”. MoBoleez entrepreneur Diane Sam is committed to this idea, and is working to create a responsible, caring company dedicated to nursing moms and their babies. MoBoleez hats are made of an eco-friendly blend of cotton/bamboo fibres. MoBoleez is sponsoring a video documentary exploring the North American experience of breastfeeding, and is committed to charitable work in support of children and babies.

Contact us for interviews, product photos, photos of Diane, latest press releases.