

## For Immediate Release

### Vote Now for Posh Mom™ to be Canada's top Mompreneur™!

*Posh Mom™ is entered to win the \$18,000 Grand Prize and we need your votes to help us win.*

**Stratford, Ontario June 23, 2007** – Posh Mom™ has been entered into the ring to win The SavvyMom Mompreneur of the Year Award, a readers' choice contest designed to find Canada's top Mompreneur. The winner will be announced in the fall, and will be rewarded with an \$18,000 prize package of cash, business services and office equipment that was designed to help take that business to the next level.

Since her official launch at the One of a Kind Show in Toronto 2005, Ground has been inspired by the overwhelming response to her diaper bags. Says Ground, "If I am honoured with the title of Mompreneur of the Year, I plan to use the award money to expand my line of products and build more awareness through marketing and advertising." By discovering a niche in the marketplace, Ground has been very successful in offering fashionable moms an alternative to teddy bear prints and boring black diaper bags; bags that look more like a designer hand bag than a diaper bag.

"I received my Posh Mom diaper bag yesterday and I love it...I went shopping last night and 5 people asked me where I got it...My son will be 3 in a few days and my daughter is 15 months, and this bag is the perfect size...It holds exactly what I need and there's still room for those "just in case" days...I also love that it looks like a purse, it definitely stands out...I LOVE IT, LOVE IT, LOVE IT...!" says one Posh Mom supporter from Ottawa, Ontario.

Throughout the contest period, Savvymom.ca will be hosting a 'Mompreneurs Gallery' at [www.mompreneuraward.com](http://www.mompreneuraward.com). Posh Mom™ can be viewed and voted for by visiting this URL <http://www.mompreneuraward.com/vote.aspx?momID=140>

Voters are also eligible to win prizes provided by Robeez ([www.robееz.com](http://www.robееz.com)) and other partners in the voter sweepstakes that accompany this promotion.

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Posh Mom™ is an independently owned and operated studio dedicated to designing and creating unique and fashionable diaper bags and accessories for busy parents. Additional company information can be obtained at [www.poshmom.ca](http://www.poshmom.ca).

For further information or to arrange an interview, please contact:

Sherri Ground  
[info@poshmom.ca](mailto:info@poshmom.ca)  
519-273-4184

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