

## News Release

Attention Fashion, Parenting and Life Editors

The original **Posh Mom diaper bags & accessories** launches, internationally at ABC Kids Expo, Las Vegas Nevada.

Las Vegas, September 1, 2007 -- After a year-and-a-half of success in the Canadian market, Posh Mom Diaper Bags and Accessories launches internationally at ABC Kids Expo in Las Vegas, the premier juvenile products specialty show in the U.S.

With a broadened selection of diaper bags and accessories including original diaper totes, pretty clutch purses, diaper pouches and messenger-style bags, Posh Mom has something for the whole family, as well as for every occasion with products designed to disguise diapers and baby items. Maintaining their philosophy that diaper bags don't have to be boring, Posh Mom continues to offer fashionable and functional products to busy moms and dads on the go.

"Interest in our diaper bags is quickly spreading," says Sherri Ground, owner and designer of Posh Mom. "Our network of retail locations is growing as stores from around the world are beginning to carry our products. We're expanding our operations to meet up with the demand so we feel the timing is right to officially launch internationally."

"I wanted to take the opportunity to first and foremost commend you on being progressive and pushing the 'cool mommy' movement forward." says one Posh Mom supporter. "I absolutely love my 'Posh Mom' diaper bag – and there is rarely a time that I don't receive compliments on how terrific and fashionable it is."

Posh Mom products are constructed from designer fabrics and are available in beautiful, *au current* prints. Price points range from \$20 to \$165. For a list of Posh Mom retail locations, visit [www.poshmom.ca](http://www.poshmom.ca) or contact the designer directly at [info@poshmom.ca](mailto:info@poshmom.ca).

-30-

### About Posh Mom:

Posh Mom is based in the picturesque town of Stratford, Ontario, Canada. Owner and designer, Sherri Ground has always loved fashion. As a graduate of Ryerson University's School of Fashion, with years of experience as a retail buyer, Sherri applies her expertise in the retail industry to offer fashionable moms and dads an alternative to the traditional diaper bag. Posh Mom can be found in over 65 boutiques and specialty stores around the world.

For further information contact:

Sherri Ground 519.273.4184

[info@poshmom.ca](mailto:info@poshmom.ca) and on the web [www.poshmom.ca](http://www.poshmom.ca)