

News Release

Attention Fashion and Life Editors

Introducing POSH MOM diaper bags and accessories

Toronto, March 2006 – Posh Mom diaper bags and accessories are a must for fashionable moms looking for a bag that can hold baby gear while looking good for years to come.

No more teddy-bear prints or boring black bags, Posh Mom diaper bags have a designer look without the price tag. Unique fabric combinations, together with high quality construction and multiple pockets are the signature features of every Posh Mom diaper bag. As well, each bag comes with a coordinating make-up pouch for mom and an oversized change pad that doubles as a stroller pad.

“I wanted to create a diaper bag that was fun, fashionable and functional,” says Posh Mom owner and designer Sherri Ground, “and something that would have a life after diapers.”

“I use my bag on all my outings – it doubles as my diaper bag and purse,” says mother Stacey Polonicoff. “It’s roomy enough to carry everything I need for my son as well as me, the contrasting interior fabric makes it easy to locate items quickly and the shoulder straps are the perfect length.”

Posh Mom diaper bags and accessories are available in two sizes and range from \$125 to \$165. Bags can be purchased from a number of Canadian retailers or by contacting the designer directly www.poshmom.ca. **Posh Mom will also be appearing at the One of a Kind Spring Show in Toronto from Mar. 29th through Apr. 2nd, 2006 and various other artisan shows within the GTA this Spring.**

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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 an alternative to the traditional diaper bag.

For further information:

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