



NEWS RELEASE

For Immediate Release

Media Relations Contact:

Lois Whittaker
609-844-1061
marketing@cushiepushie.com

Cushie Pushie™ Breast Support Pillow Launches for Breastfeeding Moms

Lawrenceville, NJ (August 8, 2007) – Lois Whittaker, entrepreneur and mother of two, announces the launch of her new product, the Cushie Pushie™. The Cushie Pushie is a pillow designed to help nursing mothers gain the correct breast position for optimal breastfeeding. The patent pending product is made for mothers by a mother.

The Cushie Pushie is a cushiony pillow that pushes the breast upward in order to allow easy latching on by the nursing child, while maintaining correct positioning throughout the feeding. By keeping the breast pushed up, it also frees one hand from continually supporting the breast while nursing. It is a third hand for busy moms who are continually multi-tasking, even while nursing. This product is particular helpful for larger breasted moms or moms whose breast lack the elasticity they once had.

The product is made of 100% polyester fill. It is non-allergenic, does not clump, and is machine washable. The exterior surface is a soft, cotton material. The unique triangular shape allows the breast to be pushed up while allowing the arm to provide additional support to help keep it in place throughout the feeding.

“As a new mom, breastfeeding was very important to me, yet it seemed a constant battle to support and readjust my breast. I knew I could not be the only one with this problem and there had to be a better way. I wanted to make breastfeeding as easy as possible to encourage continued breastfeeding. With the support of my mommy friends, Cushie Pushie was born,” states owner and inventor of the Cushie Pushie, Lois Whittaker.

Cushie Pushies come in a variety of fun, colorful designs. Whether the style is pastel and cutesy or bold and vibrant, there is a Cushie Pushie for any mom’s style.

About Cushie Pushie

The Cushie Pushie Company is headquartered in Lawrenceville, NJ. A working mother of two, Lois Whittaker is the owner of the company and inventor of Cushie Pushie™. With a goal to make breastfeeding easier for new as well as experience moms, the Cushie Pushie Company aims to provide a quality product for a reasonable cost. For more information, visit www.cushiepushie.com.

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