



The cushion that pushes you up

NEWS RELEASE

Salma Hayek Receives Inaugural Cushie Pushie™ Breastfeeding Gift Basket Gift Basket Premiers at La Leche League of Northern CA and HI Conference 2007

For Immediate Release

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Lawrenceville, NJ (October 17, 2007) – To celebrate the birth of her daughter Valentina, Salma Hayek received the initial Cushie Pushie™ Breastfeeding Gift Basket as a baby gift earlier this month. On October 12, the gift basket premiered at the La Leche League (LLL) of Northern California and Hawaii Conference 2007 for health care professionals and breastfeeding moms.

The gift basket was part of LLL's silent auction, which benefited the organization and its mission "to help mothers worldwide to breastfeed through mother-to-mother support, encouragement, information, and education, and to promote a better understanding of breastfeeding as an important element in the healthy development of the baby and mother."

Produced by the Cushie Pushie Company, the Cushie Pushie Breastfeeding Gift Basket is a basket designed to be given as a gift to new mothers to get them started on the road to successful breastfeeding. The basket includes the unique Cushie Pushie Breast Support Pillow for nursing moms. In addition, it has other items helpful to breastfeeding moms, including milk storage bags, nursing pads, nipple crème and more. The basket is available starting at \$35 and can be purchased on the company's website at <http://www.cushiepushie.com>. Customized baskets are also available upon request.

About the Cushie Pushie Breast Support Pillow

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 particularly helpful for larger breasted moms or moms whose breast lack the elasticity they once had. An organic version of the Cushie Pushie is slated for later this year.

About Cushie Pushie Company

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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