

## **Project Moby Officially Launches Nationwide Program in Northern Virginia with Ashburn's Good Shepherd Alliance for Mary's House of Hope**

**Moby Wrap, Inc.** the industry leading manufacturer of wrap-style baby carriers, officially announces Project Moby in conjunction with Northern Virginia's Great Kids Expo.

**Chico, Ca (October 2008)** - Moby Wrap, Inc. launches the company's newest educational effort Project Moby, with the Good Shepherd Alliance and Mary's House of Hope- Loudoun County's premier shelter for homeless mothers, at 1:00 p.m. Tuesday, October 21<sup>st</sup>.

The program will include an informal clinical seminar with Moby Wrap and local educational speakers Linda Storm, Director of Infant Massage USA, Maureen Carey-Back, prominent Lactation Specialist in Loudoun County, and Dr. Susan Clark, respected Chiropractor specializing in pre and postnatal services. A representative of Moby Wrap will follow the speakers with a product demonstration and wrapping session for program participants.

The official launch of Moby Wrap's nationwide initiative coincides with Moby Wrap's Educational sponsorship at the Great Kids Expo on October 25<sup>th</sup> and 26<sup>th</sup>, held at the Dulles Expo Center in Chantilly.

"Project Moby fulfills a great need of the participants in re-entry programs. Mothers residing at facilities nationwide like Mary's House of Hope, often do not have personal experience in a caring family environment. Moby Wrap can help these mothers learn how to develop a nurturing relationship with their babies as they go through a very difficult transition process," says Simone Sprague, Director of Marketing for Moby Wrap.

Programs like Mary's House of Hope, offer mothers an opportunity to reside with their babies as they become self sustaining and transition into the working world.

The mission of Project Moby encompasses three main goals:

- To help all mothers and babies develop a lifelong relationship of closeness, security and trust beginning at birth
- To offer a carrier that is comfortable for every body shape and size and is ergonomically correct, practical, chic and affordable
- To offer all women postnatal education regarding kangaroo care, nursing, fitness, infant massage and the clinical benefits of baby wearing

Vickie Koth, Director of Finance and Operations for the Good Shepherd Alliance stated, "We are pleased that Moby Wrap chose our facility to be the first official recipients of Project Moby. The wraps will be appreciated by our guests. We believe there is not better return on an investment than when you invest in the life of a family, a woman, or a child."

Project Moby is a nationwide program that will work with applicants on a product availability case. "Since Project Moby is a donation outreach, our resources are limited to what we have available to give. However, we will look at every facility as a unique opportunity to help those mothers society often forgets are raising babies too. It is our deepest hope that by using the Moby Wrap as a comprehensive parenting tool, program participants will come out as nurturing, educated, strong and bonded mothers," says Moby Wrap Co-President David Beerman.

For more information on Moby Wrap, visit [www.mobywrap.com](http://www.mobywrap.com) To schedule an interview please contact Carrie Hill at 703-473-4439 or [carrie@mobywrap.com](mailto:carrie@mobywrap.com)