

## **Moby Wrap, Inc to Educate Parents at Premiere of Northern Virginia's**

### **Great Kids Expo!**

The Makers of Leading Wrap-Style Baby Carrier *Moby Wrap* Brings Unique Education to New Parents in Northern Virginia

**Chico, CA (October, 2008)** -- Moby Wrap, Inc, manufacturers of the leading brand of wrap-style baby carriers, has chosen the Northern Virginia premier of the Great Kids Expo, to showcase Moby Wrap's interactive educational program, hosted at the Dulles Expo Center on October 25<sup>th</sup> and 26<sup>th</sup>. During the two-day event, Moby Wrap will host educational presentations given by experts in parenting-related fields.

"Parent education has always been a core value of Moby Wrap," says company President, Gillian Beerman. "The Great Kids Expo provides the perfect platform for Moby to educate attendees on the benefits of bonding and learning to communicate with their babies."

The Moby Wrap-sponsored guest speakers will include:

- Linda Storm, esteemed Director of the U.S. Affiliate for the International Association of Infant Massage, offering more than 10 years of experience with infant massage technique.
- Maureen Carey-Back, Northern Virginia's prominent International Board Certified Lactation Consultant, with over 10 years of experience working with mothers and babies.
- Dr. Susan Clark, respected Chiropractor holding her Doctorate of Chiropractic degree, offering patients more than 10 years of practice in the field, and specializing in services to prenatal and postpartum mothers in Northern Virginia.

The speakers will be presenting on Saturday from 1:00 – 1:30 p.m. and Sunday from 2:00 - 2:30 p.m., followed by an informal question and answer session hosted in the booth of Northern Virginia's acclaimed I Am Modern Magazine publication. Moby Wrap demonstrations will be offered in the company's booth by regional representative Carrie Hill.

Moby Wrap's success is based on offering parents a comfortable, secure, ergonomically correct babywearing experience with babies up to 35 lbs. "It is our goal to aid parents in having the best relationship that they can have with their babies. As advocates of nursing and parent education, we are thrilled to work with the Great Kids Expo to bring our message to Northern Virginia and its' surrounding areas." says co-owner Simone Sprague.

Moby Wrap products retail for \$39.95 to \$69.95 and are available for purchase online at [www.mobywrap.com](http://www.mobywrap.com) and in retail locations nationwide. For more information on the company please visit [www.mobywrap.com](http://www.mobywrap.com). To schedule an on site or phone interview, please contact Carrie Hill at 703-723-6607 or e-mail [carrie@mobywrap.com](mailto:carrie@mobywrap.com)