

FOR IMMEDIATE RELEASE

Baby Gear Guru Lilly Gold Takes Partnering with Moms to a Whole New Level

St. James, New York, May 28th, 2007- A grandmother and a baby gear designer? Two titles you do not traditionally hear in the same sentence. However, the Lilly Gold product line was created by a grandmother who aims to simplify life for today's mom. Her award-winning products are multi-functional and designed to cut down on the gear moms need to haul out of their trunk everyday. Today, in a move to further support and foster her connection with the mom market, Lilly Gold has announced that she plans on outsourcing her Public Relations and Marketing needs to powerhouse mom company, Moms-for-Profit.

Moms-for-Profit is a company with a base of several hundred professional mom consultants that work on a per-project basis from their own homes. "We analyze, interview and match consultants with job opportunities," says Co-Founder and CEO Stacey Smith. According to Smith, business has increased dramatically this year as companies are realizing the untapped potential and cost effectiveness of utilizing the at-home, professional mom for a variety of business needs.

Lilly Gold recognizes the benefits for the company. "We wanted a PR group comprised of women who understand and need the kind of products we design," says Gold. "The women of Moms-for-Profit are smart, sassy, professionals who choose to combine their "mom" passions and professional passions in a way that taps into the message I want to convey; they know the landscape."

And indeed they do. Several of the consultants working on their account regularly use the products created by this boisterous grandmother of 4. They are able to create an impassioned and authentic campaign that goes beyond the average business relationship. For brands such as Lilly Gold, it is a brilliant strategy to employ and support the very moms that utilize and appreciate their products throughout the day.

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The Lilly Gold product line includes:

Sit-n-Stroll - When you travel with a baby or toddler travelling light is usually not an option. The Sit 'n' Stroll by Lilly Gold, LLC is a car seat, a stroller, and a booster seat, it can also be used when travelling by air. The Sit 'n' Stroll is a single product that really does make life easier for you and more relaxing for your child. Safe, comfortable, well designed, and stylish, The Sit 'n' Stroll is truly innovative and clever.

Nap-Sac - Smart parents just grab this. The Lilly Gold Nap-sac is a deluxe diaper bag that folds open into a self-contained changing station or comfy bassinet.

Nap-Sac Backpack - Supermoms and superdads haul around the whole kit and caboodle (diaper bag, changing-table accessories, removable car seat, blankets for naps). Smart parents just grab this. **LillyPad** - The Lilly gold 5-n-1 LillyPad is a tote bag that converts into a colorful shopping cart cover or restaurant high chair cover, it has large adjustable Velcro fasteners to ensure that the LillyPad fits a variety of sizes and shapes.

Visit: www.lillygold.com