



Sebiza, LLC.

2500 E. Devon, Suite
250, Des Plaines, IL
60018

Contact: Jennifer Fortney
773/529-7547
jfortney@cascaedcomms.com

FOR IMMEDIATE RELEASE
January 21, 2011

PRESS RELEASE

Editor's Note: Samples for review available upon request

NEW TOOL BELT FOR MOMS MAKES HANDLING KIDS AND LIFE EASIER

The HippMAMA Fashion Tool Belt for Moms Helps Keep Everything Within Finger's Reach

Des Plaines, Ill. (January 2011) Moms and caregivers never have enough hands, arms or clones of themselves. It makes keeping all the balls in the air that more challenging. There's nothing like changing a baby only to hear your cell phone ring in the kitchen and have another child pulling your sleeve for a snack. The HippMAMA (www.TheHippMAMA.com) tool belt has come to the rescue of caregivers everywhere.



A mother of two, Shannon Wyszynski became frustrated never having everything she needed at her fingertips day in and day. This fashion merchandising graduate got creative and took matters into her own hands creating the first prototype. Like most mothers, there didn't seem to be enough time to tend to the children and her new project, and all of the prototypes found a home on the shelf. Soon after her sister, a nanny for four-month old twins, a two and six-year old, called in panic desperation to have the "tool belt thingy" she'd made. So, Wyszynski pulled out the prototypes and went back to work. She made two final belts for her and her sister.

"Before The HippMAMA I was like a granny stuffing tissue up my sleeve, cell phone and pacifiers in my bra," said Wyszynski Founder and Creator of The HippMAMA. "Without a doubt, I'd be out walking around and the kids needed a diaper change, or we'd be prepped for nap time and my cell phone would ring down in the kitchen. I needed more hands, or places to stow what I needed close by."

The HippMama Tool Belt for Moms Pg 2

The fashionable tool belt comes in four styles with adjustable pouches on a nylon belt. There is a large pouch for diapers and wipes and four others perfect for snacks, cell phone, bottle, or ID and money. It even includes hooks for keys or pacifiers and retails online at www.TheHippMAMA.com for \$39.99. Since the company launched in the Fall, it is currently only available in a few brick and mortar retailers in Illinois, but the company is working on expanding to retailers across the country this year.

"My sister tested The HippMAMA as a nanny of four, I with my two children and others out running or walking with their babies in strollers. Whether you're a grandparent, parent, in child care, or a caretaker of any kind, The HippMAMA can be helpful, especially when you're little ones are active and all over the place!" said Wyszynski. She adds that even dads are now requesting their own "tool belt" and she is working on a prototype especially for them to be out late 2011.

About TheHippMAMA

The HippMAMA is part of Des Plaines, Illinois-based Sebiza, LLC, a company committed to making unique, quality products for kids and caregivers. The company launched in Summer 2010 releasing its four styles of The HippMAMA tool belt for moms and caregivers in the Fall. The HippMAMA retails for \$39.99 and is currently available online at www.TheHippMAMA.com or in select retailers in Illinois.

###