

IMMEDIATE RELEASE

BABYLEGS THINK PINK WITH NEWEST “DESIGN FOR A CAUSE”

Pink Ribbon Design to Benefit Susan G. Komen for the Cure

SEATTLE – BabyLegs, the Seattle-based pioneer of fun and innovative leg and arm warmers children, announces its new Pink Ribbon design to benefit the Puget Sound Affiliate Susan G. Komen for the Cure. Debuting in October, 10 percent of the proceeds from the sale of all Pink Ribbon designs will go to the organization.

“BabyLegs is a company deeply committed to aiding great organizations, such as Susan G. Komen for the Cure” said Nicole Donnelly, “momprenneur” and BabyLegs founder. “Our new pink ribbon design will help fund research to find a cure for breast cancer.” BabyLegs is a company committed to charitable causes. Since 2007 an estimated 25,000 pairs of BabyLegs have been donated throughout the world. The Pink Ribbon design retails for \$12 will be available at boutiques, online at www.BabyLegs.com.

About Susan G. Komen for the Cure

Susan G. Komen for the Cure was founded on a promise made between two sisters – Susan G. Komen and Nancy Brinker. Suzy was diagnosed with breast cancer in 1978, when it was rarely discussed in public and little was known about the disease. Before she died at the age of 36, Suzy asked her sister to do everything possible to bring an end to breast cancer. Nancy kept her promise by establishing the Susan G. Komen Breast Cancer Foundation in 1982 in Suzy’s memory. Twenty years later, the Komen Foundation is a global leader in the fight against breast cancer through its support of innovative research and community-based outreach programs. Working through a network of U.S. and international Affiliates and events like the Komen Race for the Cure®, the Komen Foundation is fighting to eradicate breast cancer as a life-threatening disease by funding research grants, supporting education, screening and treatment projects in communities around the world. Today, The Komen Foundation celebrates the power of a promise and how a single person’s vision can make a difference in the lives of millions.

About BabyLegs®

BabyLegs® products provide protection, fashion, and warmth for little legs and feet. BabyLegs signature product, BabyLegs leg and arm warmers, began as one mom’s inventive solution to a diaper rash and quickly became a parenting essential. When founder Nicole Donnelly little daughter Sara - otherwise known as Miss BabyLegs. developed a diaper rash, Nicole was a mother in a bind; she wanted to give Sara’s rash airtime, but did not want to expose her baby’s legs to the elements. As a solution, Nicole cut the feet off a pair of adult socks and the driving concept behind BabyLegs was born. BabyLegs created a new segment in the children’s market and the signature leg warmers are well celebrated. BabyLegs® was awarded the 2007 Best New Brand Earnie Award by Earnshaw’s for excellence in children’s wear design, and again awarded an Earnie in 2008 for ³Excellence in Children’s Hosiery.² BabyLegs lives up to its motto, The original. Like you., and strives to be a leader in all endeavors, from community outreach to synergistic partnerships to creating innovative products including socks and tights. www.BabyLegs.com.

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