



## Summer Slings Bring Fashion and Flair to Every Style of Parent!

SlingEZee®'s 2008 Summer Line Introduces Festive New Designs and Colors for Baby-Wearing Parents

Houston, Texas- June 18, 2008 - With the summer months ahead, new mother's are scrambling to find the latest and greatest maternity and baby gear for afternoon trips to the park, long days at the shore, and for exploring the streets of the most beautiful destination cities around the world. It is difficult to stay cool in the heat of the summer, but with the right accessories, a fashionable and chic outfit is fully achievable especially for moms! Now, with the [SlingEZee](#) brand's new summer line, mothers everywhere can tote their tot around in style and with confidence, knowing that their baby sling matches their outfit, the occasion and season!



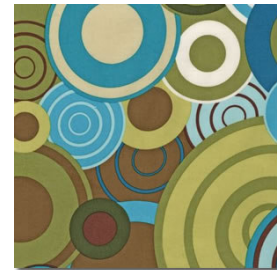
### Mother Earth

The new-for-summer **Sky Blossom** print sling is an essential accessory for a day at the beach or a warm stroll through the park. The dandelion pattern emits a light and airy feeling and the colors blend sky and earth, creating the perfect pattern for a relaxing day watching waves crash on the little toes of loved ones. Paired with a comfortable and simple summer sun-dress, the Sky Blossom sling is the perfect accessory for any day trip this summer!



### City Slings

For the hippest mod mamas this summer, the must-have SlingEZee is their new **Revolve** print sling! This retro looking pattern is made fresh with fun colors perfect for strolling the city streets. Whether uptown-chic or downtown-cool, this new sling is essential for any mother visiting or living in the city during these next couple summer months!



### Pretty In Pink

For girls this year we have seen the return to girly! No more mini-mamas in their rocker tee's and ripped jeans. For the mother who likes her accessories classic, both style wise and in color-scheme, SlingEZee's **Cocoa Rose** pattern sling is a fashion must! Now mothers can wear their baby in style with comfort and ease, without having to lose sight of their true style and grace!



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SlingEZee baby slings have recently been re-branded, and now feature not only these fabulous new patterns, but a new design that ensures comfort for

both the parent and child when wearing or being worn in a sling for long periods of time. With non-bulky padding on the shoulder and around the edges of the sling, SlingEZees can be worn comfortably and stored easily. The slings in prints shown above retail for \$59.00. These and other new patterns and colors can be purchased online at [www.SlingEZee.com](http://www.SlingEZee.com). For more information, please contact Lauren at Clover Public Relations ([Lauren@CloverPR.com](mailto:Lauren@CloverPR.com)).

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