



## NEWS RELEASE

### **MY FILOSOPHY EXPANDS AND BECOMES THE CANADIAN ONLINE RETAILER FOR BIBAGOGO**

May 4, 2011

Edmonton, AB – My Philosophy proudly announces its position as the first Canadian online retailer for the Bibagogo®. This product will be launched at the *Glam Mom On The Go-Go* Event featuring Kairos Handbags and Bibagogo® Bibs on Thursday, June 2, 2011 at My Philosophy's Crestwood location from 4pm-8pm.

The Bibagogo® is the baby and toddler bib that will offer a lifetime guarantee of happy feeding, eating and playing. Besides wallet and car keys, the all-in-one, roll and go Bibagogo bib should be in every parents' baby bag, mom's purse, or dad's back pocket. Designer from Edmonton, Canadian-made, internationally featured at One-of-a-Kind shows and distributed to celebrities, the Bibagogo® offers quality, functionality, value and appeal.

“A local Edmonton designer, Kathleen Todoruk of Todoruk Design and manufacturing company, Isisunders, produced the award-winning Bibagogo® baby to toddler bibs has linked online with My Philosophy,” says Catherine Finlayson, Co-owner & Chief executive of Sales. “My Philosophy has always offered her 'Filosophista' clientele unique, great quality clothing and accessories. Now Filosophistas will have ultimate 'go-to' baby gift for the fashion forward, practical on-the-go mom or dad. Truly a cooperative triads of Edmonton's talents in design, manufacturing and retail”

The innovative bib has won numerous awards including 2010 iParenting Consumer Award, PTPA (Parent Tested, Parent Approved) Award, and the Great Dads Recommend Awards. It has also been featured on the Toronto4Kids.com, PracticalMum.com, GagaGougou.com and featured on Canada AM CTV News as the recommended product for travelling with a baby/toddler.

“I have always been a proud supporter of Canadian made and designed products,” says Tannis Davidson, President of My Philosophy. “The Bibagogo® is really unique and we want to make it easier for Mom’s across Canada to have one.”

Bibagogo® will be available in store for the month of June at both My Philosophy locations and online at [www.myphilosophy.com](http://www.myphilosophy.com)

### **MY\_FILOSOPHY.**

My Philosophy is a local, independent retail boutique that shines the spotlight on Canadian designers. My Philosophy also prides itself on finding unique accessories. With the focus on customer service, My Philosophy provides a shopping experience like no other. My Philosophy goes beyond traditional retail by offering private shopping experience, designer trunk shows and one-on-one consultations with fashion experts. My Philosophy has received recognition for it’s excellence with a prestigious award from Edmonton’s Chamber of Commerce for Best Small Business 2010.

Tannis Davidson  
Owner/President  
My Philosophy Inc  
P. 780.432.8001  
E. [tannisdavidson@myphilosophy.com](mailto:tannisdavidson@myphilosophy.com).