



bibagogo®
go ahead. get messy.

NEWS RELEASE

BIBAGOGO® LINKS WEBSITE ONLINE SHOPPING TO MY FILOSOPHY

May 10, 2011

Edmonton, AB - Bibagogo® presented by the Edmonton-based design and manufacturing company called ISISunders will connect their online website shopping link to Edmonton's independent retail boutique, [My Philosophy](#).

"This is truly a cooperative triad of Edmonton's talents in design, manufacturing and retail," says Catherine Finlayson, Co-owner & CEO of sales. This collaboration will be publicly launched at the *Glam Mom on the Go-Go Event* featuring Canadian designer of Kairos Handbags and Edmonton's couture fashion designer, Kathleen Todoruk of Todoruk Designs, designer of Bibagogo® baby to toddler Bibs by ISISunders on Thursday, June 2, 2011 at My Philosophy's Crestwood location from 4-8pm.

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. Co-owned and designed by Kathleen Todoruk of Todoruk Design, this Edmonton, Canadian-made product has been internationally featured at juried One-of-a-Kind shows and distributed to celebrities like Alyssa Milano, Jewel and Christina Applegate.

Bibagogo® has won numerous awards including 2010 [iParenting Consumer Award](#), [PTPA](#) (Parent Tested, Parent Approved) Award, the GreatDads Recommend Award and [MrDads Seal of Approval Award](#). This Canadian product has been featured on numerous high-profile blogs, soon to be featured as one of the '[Hottest Tot Products](#)' at Edmonton's Modern Mama May 25th event and featured on [Canada AM CTV News](#), '[Top Tips for Traveling with Tot](#)' segment. On June 5th, Bibagogo® new spring collection will be launched at the exclusive [Plush Show - Posh Little Urbanites Show in Los Angeles](#) which is aimed to present only luxe, trendsetting and sought-after products.

"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.

BIBAGOGO®

The Bibagogo® is the all-in-one roll & go baby and toddler bib that includes and stores a spoon and 2 facecloths. It will last to be the child's arts and craft bib and has even been reported by parents that it can be used as an emergency change pad or public toilet seat cover! Buy one bib for the entire messy lifetime, baby to toddlerhood! Bibagogo® offers quality, functionality, value and appeal. No other product in the juvenile marketplace offers a lifetime guarantee that ISISunders offers with their first product Bibagogo®.

ISISUNDERS

ISISunders is a Canadian company based in Edmonton, Alberta that designs and produces practical fashion and protective personal wear for women and babies. ISISunders strives to design and produce items that will make life easier through fashion.

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