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Austin-Based PocketLovey Company Announces Organic Version of the Innovative PocketLovey

March 25, 2010—Austin, Texas—The PocketLovey Company, LLC, today announced the release of an organic version of its patent-pending product line, the PocketLovey, a handcrafted innovation on the traditional “lovey” or transitional device, designed to help infants develop and feel secure.

The PocketLovey is a pouch of plush fabric that holds three drapes, each a different shape and texture that children use for self-comfort and independent play. Experts say children with loveys can learn to soothe themselves, sleep on their own earlier, and grow into more confident, independent young people.

Handcrafted in the same way as the original, the organic PocketLovey is made of 100 percent organic cotton, silk crepe (reeled and tightly twisted), and silk satin charmeuse. The thread and labels are also organic. Like the original, the organic PocketLovey is machine washable.

“We chose fabrics that meet organic standards, and are just as comfortable and soothing as the original PocketLovey,” said Tamara Cryar, Founder and President of the PocketLovey Company. “I wanted to meet the high standards of parents who prefer organic options and still create a *soft* PocketLovey.”



PocketLoveys come in a variety of styles and colors and were designed to stimulate and promote an infant’s motor, sensory, and tactile development. Engineered with safety in mind, the PocketLovey has been tested and certified suitable for children of all ages.

“The PocketLovey fits in your diaper bag or purse, is machine washable, and was designed to attach to a car seat or stroller,” Cryar added. “It’s really a must-have for every mom: safe, soothing, and stimulating for babies; fashionable, practical, and portable for mommies.” PocketLoveys are available from the PocketLovey web site, www.pocketlovey.com.

About the PocketLovey Company

The PocketLovey Company, LLC, based in Austin, Texas, designs and manufactures the patent-pending PocketLovey, a developmental product for infants and toddlers. Tamara Cryar founded the company in 2008. The PocketLovey Company is locally owned and run by mompreneurs in Austin, Texas.