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Austin Mompreneur Partners with Kirby Ink to Offer Custom Artwork for the PocketLovey

November 6, 2009—Austin, Texas—The PocketLovey Company, LLC, today announced its partnership with Kirby Kana of Kirby Ink Designs to provide custom artwork offerings to PocketLovey customers. The PocketLovey is a handcrafted security object designed to comfort infants and entertain young children.

A pouch of plush fabric that holds multi-colored, multi-shaped, and multi-textured fabrics, the PocketLovey is an innovation on the traditional “lovey” or transitional device. Experts say that loveys can assist children in sleeping on their own and learning to self-soothe. While designed to sooth infants and help them feel secure, the PocketLovey also promotes tactile development with colorful fabrics and drapes infants can touch, tug, and stuff into a plush pocket.

A native of Louisiana now living in Colorado, Kirby Kana first launched Kirby Ink Designs (www.kirbyink.com) in 1999. “I’ve always gravitated towards children’s art, being a big kid myself, so I was totally excited when asked if I’d be interested in doing some unique art for the PocketLoveys. It was a natural fit,” says Kana.

“Partnering with Kirby Ink Designs means our customers can customize their PocketLoveys even more,” said PocketLovey founder and president, Tamara Cryar. “We’ve offered custom embroidery of names and dates since our launch, but this is the first time that artwork will be available.”

Cryar added, “I was thrilled to partner with Kirby Ink. It’s great to make the PocketLovey even better by giving parents the opportunity to make their child’s PocketLovey completely personal to them.”

You can commission your own Kirby Ink design or purchase an existing piece of artwork at www.kirbyink.com. PocketLoveys are available from the PocketLovey web site, www.pocketlove.com. An organic version of the PocketLovey is under development now.

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.