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## **Austin-Based Mompreneur Introduces Innovation on the Traditional Lovey**

**AUGUST 4, 2009—Austin, Texas**—The PocketLovey Company, LLC, today announced the launch 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.

A PocketLovey is a pouch of plush fabric that holds three drapes, each a different shape, color, and texture that children can use for self-soothing and independent play. It promotes tactile development, while also acting as a *lovey*, defined as any item a child attaches to for self-soothing or comfort, also called transitional objects. Experts say children with loveys can learn to soothe themselves, sleep on their own earlier, and grow into more confident, independent young people.

“I created the PocketLovey after seeing how touching fabric of different textures and patterns soothed my infant son,” said Tamara Cryar, Founder and President of the PocketLovey Company. “I wanted to create something my son could take with him wherever we went that would comfort him the way touching those fabrics did, but I didn’t want to lug around an oversized blanket.”

The PocketLovey comes in a variety of shapes and colors, designed to stimulate an infant’s motor and sensory 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. “They’re really a must-have, especially for first-time moms: safe, soothing, and stimulating for babies; fashionable, practical, and portable for mommies.”

PocketLoveys are available from the PocketLovey web site, [www.pocketlove.com](http://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.