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Nickelodeon Applauds Austin Mompreneur's PocketLovey

October 6, 2009—Austin, TX—Nickelodeon ParentsConnect.com today applauded the new PocketLovey, a patent-pending innovation on the traditional “lovey” or transitional device designed and hand-crafted in Austin, TX. This positive review on a national parents’ resource website comes just two months after the product's launch.

Loveys often come in the forms of blankets or soft toys and help children feel more secure in new environments. While designed to sooth infants and help them feel secure, the PocketLovey also promotes tactile development with colorful fabrics and drapes that infants can touch, tug, and stuff into a plush pocket.

Nickelodeon ParentsConnect says, “PocketLovey rules the roost: Made from plush fake fur and satin, this super-soft baby doodad is a pillow, storage pouch and bite-size blankie all rolled (ahem, folded) in one! Small enough to stash inside a diaper bag or purse, this lovey can also hang from a car seat or crib. And as your baby gets older, she'll find all sorts of joy in stashing her precious toys in the little pocket.”

Nickelodeon ParentsConnect is a family of web sites hosted by Nickelodeon and dedicated to creating fun activities for kids and providing a space for parents to find resources. Their network includes GoCityKids, the premier authority on local resources and activities for families, and BabyNamesWorld, the most popular pregnancy destination on the Web and one of the top five family websites in the world.

President and Founder of the PocketLovey Company, Tamara Cryar adds, “It's great for the PocketLovey to be recognized by a national web site. Our mission is to create high-quality, attractive security objects that will soothe and entertain babies and children for years to come. We're hoping to provide entertainment, stimulation, and comfort to babies and a few moments peace for parents and caregivers everywhere.”

PocketLoveys are available from the PocketLovey web site, www.pocketlove.com. You can read the full review at <http://www.parentsconnect.com/goods/pocket-lovey.jhtml>. 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, TX.