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Press Contact:

Tracy Welch
Blue Pear Productions
503.209.0107
tracy@bluepearproductions.com

**The *bug-a-boo* Baby Line Launches New Name and Logo:
Monkey Doodle Debuts July 2006**

Portland, Ore. — July 18, 2006 — Want to know this year’s newest name in upscale baby products...perfect for refined babies and parents everywhere? The secret’s out and the word’s spreading fast. It’s *Monkey Doodle*—the latest baby accessory collection that combines style and functionality in a beautiful line of individually handcrafted products.

Based in Portland, Oregon, and formerly called bug-a-boo, the *Monkey Doodle* product line is characterized by playful patterns and high-quality craftsmanship using mostly flannel and chenille. Accessories include bib and burp cloth sets, rolled changing pads, petite aprons and blankets—all chic, yet practical. With a new name and new image comes a new collection. The summer collection, available now, is sure to impress the pickiest of moms and babies.

Jaime Waugh, Monkey Doodle co-owner states, “As new moms, we were inspired by all of the fun fabrics available and started experimenting with different fabric and pattern combinations to come up with luxurious but functional accessories. Our products received a tremendous response with our friends and then local high-end boutiques. So, we’re now expanding our product line and reach, making our hip, upscale and durable items available to moms and babies everywhere.”

Monkey Doodle was founded by two Portland, Oregon-area moms, Jaime Waugh and Kirsten Marshall, shortly after the birth of their babies. Product samples and additional photos are available. Contact Tracy Welch, Blue Pear Productions at 503.209.0107 or tracy@bluepearproductions.com for more information. Or, visit us online at www.monkeydoodledoo.com, where you’ll find our media room—full of product photography and useful information.

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