



**FOR IMMEDIATE RELEASE: August 25, 2010**

**Peek Away™ Introduces its Designer Nursing Pillow Kit**

MONTEREY, CA, August 25, 2010 – Peek Away™ brings comfort and convenience to nursing with its all new designer nursing pillow kit. This patented nursing pillow, available in an array of designer prints, easily unfolds, revealing a diaper changing pad with a built-in refillable wipe dispenser covered by a convenient flip up lid. The Peek Away™ nursing pillow is comfortable for nursing at home and versatile for on the go, allowing you to stow diapers, a change of clothes and the matching nursing cover, which is included, in its deep storage pocket.

The Fall 2010 line includes four diverse patterns, sure to complement every style. Each Peek Away™ nursing pillow kit is washable and includes a matching nursing cover, oval in shape and designed for privacy as well as making it capable for mom to peek in on her bundle of joy. The foam cushion brings comfort to both mom and baby, encouraging successful nursing. Organizations such as the American Academy of Pediatrics, the American Medical Association, the American Dietetic Association, and the World Health Organization all recommend nursing babies as it helps defend against infections, prevent allergies, and protect against a number of chronic conditions. Lactation consultants agree that, “Nursing is essential and aids such as Peek Away™ which bring comfort are welcomed.”

Peek Away™ will make its first appearance at the ABC Kids Expo in Las Vegas on October 10-13, 2010. Come by booth 4115 and feel for yourself the quality and craftsmanship of this original product. Or, visit them on the web at [www.peekaway.com](http://www.peekaway.com) and get a glimpse of Peek Away™ and their Fall 2010 designer patterns.

Parents to two boys and founders of Peek Away™, Glen and Natalie Sanders know firsthand that nursing is not an easy thing for a lot of women, especially new moms. As a Pediatric Occupational Therapist working with infants and children with a variety of needs in both hospital and outpatient settings, Natalie recognizes the importance that nursing has on a mother and child. Natalie understands that, “nursing is a valuable early intervention that provides a healthy start nutritionally and for bonding” and designed the Peek Away™ nursing pillow with this in mind. Their hope is to bring comfort and convenience to the nursing mom with the Peek Away™ nursing pillow kit.

Contact Information:

Peek Away™  
1900 Garden Rd. Suite 130b  
Monterey, CA 93940  
831.402.7692  
[www.peekaway.com](http://www.peekaway.com)  
[peekawaypillow@aol.com](mailto:peekawaypillow@aol.com)

###