

PREMIERE PARTNER: BEST FOR BABES



BEST FOR BABES®
Giving Breastfeeding a Makeover™

Marketing

Fit Pregnancy is the exclusive national print media partner of Best for Babes. Our relationship with this foundation helps spread the word about breastfeeding and get your product into the hands of the right consumer when they're making breastfeeding decisions.

Best for Babes main goal is to empower women by encouraging expectant moms to "Beating the Booby Traps™ that prevent Moms from achieving their personal breastfeeding goals".

In 2010, *Fit Pregnancy* launched a Best for Babes Charity event and it was a huge success. In addition to raising money for the Best for Babes Foundation, the event allowed the opportunity for a panel of experts to answer attendees questions on important topics including breastfeeding and got sponsors products in front of expectant moms. In 2011, we are planning on executing this event again along with partnering with Best for Babes with additional custom opportunities.

OPPORTUNITIES TO PARTNER WITH FIT PREGNANCY & BEST FOR BABES:

- Best for Babes Charity Event: Spring 2012 (LA area)
 - Sampling
 - Celebrity Host
 - Gift Bag Inclusion
 - Sweepstakes and contests
- Social Media
 - Expert Day on *Fit Pregnancy's* Facebook page

Call your sales representative to have a custom package designed for your brand today!