

Press Contact: Adrienne Alitowski
adrienne@blankyclip.com
t. 323.496.5300 f. 323.872.5062

MOM-TURNED-INVENTOR LAUNCHES BLANKYCLIP® COMPANY
CREATING THE NEWEST MOMMY MUST-HAVE

***blankyclip's Unique Design Named Finalist
in 2008 JPMA Innovation Awards***

LOS ANGELES, August 2008 – Adrienne Alitowski stood idle while her son's blanket plummeted off his stroller into the dirty streets for two months, until one day the former actress and film/theater producer decided to take matters into her own hands and do something about it. Thus, blankyclip was born.

With an entertainment background built largely on an entrepreneurial spirit, Alitowski began brainstorming a way to fill a void in the parent product market for a safe, attractive way to attach a baby blanket to strollers. Four years later, the U.S. Patent Office has awarded Alitowski and her blankyclip a unique utility patent, and after brainstorming products, drafting designs, trekking overseas for production and developing a company, Alitowski is ready to launch her brand-new business.

"After laughing over similar horror stories with other moms in the neighborhood, I quickly realized that I wasn't the only one struggling with devious blankets," said Alitowski. "I've seen parents try everything from binder clips to electrical pony clamps in an effort to attach blankets to strollers and I felt certain that I could come up with a better option."

Alitowski's "better option" comes in the form of a plush animal that doubles as a loose-tension fastening device strong enough to hold a blanket, but gentle enough not to clamp down on tiny fingers. Alitowski engineered blankyclip to be versatile – not only can it be used on any stroller, bouncy seat, swing, or other baby carrier, but with its cuddly exterior, blankyclip can also double as a stuffed animal.

Available in three characters and colors, sheep (white), duck (yellow) and bear (brown), blankyclip is sold in a package with two matching clips and a coordinating baby blanket.

Starting in September, the packages will be available online at www.blankyclip.com for \$48.

ABOUT blankyclip®

Created by mom turned entrepreneur Adrienne Alitowski, blankyclip is the only plush toy that doubles as a loose tension clip, specifically designed to effortlessly hold blankets onto strollers, bouncy seats, swings, etc. Born from necessity, the attractive, low-tech blankyclip is patented for its function as a child-safe fastening device. For more information visit www.blankyclip.com.



Press Contact: Adrienne Alitowski
adrienne@blankyclip.com
t.323.496.5300 f.323.872.5062

blankyclip®
QUICK FACTS

WHAT

A **mommy-must-have** – the only plush toy that doubles as a **loose tension clip**, specifically designed to **effortlessly hold blankets onto strollers**, bouncy seats, swings, etc

WHO

Mom-turned-inventor **Adrienne Alitowski** developed blankyclip after noticing a void in the market for a safe, easy way to attach her son's favorite blanket to his stroller during their walks

STYLE

blankyclip combines fun and function with **three cuddly characters** and **colors**: bear (brown), duck (yellow) and sheep (white)

PACKAGING

blankyclip comes stylishly packaged in a satin ribbon, complete with a matching blanket ready for its first stroller ride

SIZE

5 ½ inches (think roughly the height of a juice box)

PRICE

SRP \$48 for two clips and a plush blanket

MORE INFO

www.blankyclip.com



Press Contact: Adrienne Alitowski
adrienne@blankyclip.com
t. 323.496.5300 f. 323.872.5062

blankyclip® POTENTIAL STORY ANGLES

- **HOLIDAY GIFT GUIDE** – During the holidays, everyone is seeking out new ideas for something special to get their favorite new mom or mom-to-be. With its stylish packaging -- complete with two clips and a cuddly blanket -- and affordable price of \$48, blankyclip is an innovative, thoughtful gift that both mom and baby will love. Mom benefits from the ease of blankyclip's patented design making it easy to attach blankets, bibs, etc onto strollers without pinching little fingers, and kids will love the soft huggable characters.



- **PRODUCT HIGHLIGHT**– New moms often look to the media for guidance in products that can make their already hectic life a little bit easier. blankyclip is a revelation for parents who are constantly stopping to pick up dropped (or thrown ...) blankets during walks or for babies who need shelter from the sun or wind be lulled to sleep while in their stroller. blankyclip is the newest mom-must-have – a kid-friendly fastener disguised as a plush toy that features a loose tension, s-shaped clip designed to fit around tubular stroller rims.



- **PROFILE PIECE** – blankyclip founder and inventor Adrienne Alitowski traded her Hollywood career to develop a product she knew would benefit parents everywhere. Inspired five years ago by her frustration with her son's perpetually plunging blanket, Alitowski hit the drawing board. Now the mother of two, she's hitting the streets -- and the strollers -- with blankyclip to share her invention and save parents at least a little bit of blanky aggravation.

- **BUSINESS FOCUS** – blankyclip is not only cuddly, clever and kid-friendly – it's also patented. With a history as a Los Angeles producer, Alitowski adopted a business-savvy hands-on approach to her new business starting with a relentless adventure through the patent bureaucracy (she now holds U.S. Patent Number 7,356,889) and culminating in a week-long journey to the production facility in China, complete with a typhoon and a few technical difficulties. Alitowski's continued venture will take her to trade shows and boutique baby shops as she works to raise awareness of blankyclip online and find the right in-store distributors for her product.



- **TREND PIECE** – Moms used to be at the mercy of large companies and product developers, many of whom may or may not have had first-hand experience as a parent. But with today's technology, global communication and the power of online sales, parents can take their needs into their own hands. "Mom-trepeneurs" showcasing everything from sexy maternity clothes to a better baby bag are popping up across the country, and Alitowski's blankyclip is a prime example of this trend.





ADRIENNE ALITOWSKI, blankyclip® FOUNDER

As a former actress, producer and director, Adrienne Alitowski's career has been largely self-motivated, driven by a passion to create and inspire.

When she was a recent theater graduate, Alitowski wanted to share her plight as a working actress with others who could relate, so she produced and co-wrote her own one-woman show, *Just Tell Them You're From Scarsdale*, which she performed in New York and Los Angeles. When she found a script that she felt was important for an audience, she took on the project as producer and director, ultimately bringing the film *Grace* to film festivals from Sarasota to Santa Cruz. And when charged with producing a show to help raise funds for breast cancer research, she created, produced and performed in the celebrity benefit, *Glen Mary Glen Rose: Women Do Men*, which ultimately raised \$75,000 at UCLA's Royce Hall.

So, when as a new mom, Alitowski became repeatedly frustrated by the fact that nothing existed to keep her son Eli's blanket from repeatedly falling off his stroller and into the street during their regular walks, she decided to create one. Tapping into her business skills as a trained producer and creative skills from acting and directing, Alitowski began her four year journey toward creating, patenting and manufacturing blankyclip. Recently, Alitowski and blankyclip® were named Finalists in the 2008 JPMA Innovation Awards Competition.

Now the mother of two (Eli is almost five and his sister Dagny is nearly two), Alitowski lives in Los Angeles with her family and has officially traded in Broadway for blankyclip. As founder of blankyclip, Alitowski has taken on all operations of the small business with a goal of distributing nationwide, ultimately providing a much-needed product to parents across the country.







