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FOR IMMEDIATE RELEASE

CYNICAL SUNSHINE LAUNCHES EMPOWERING FUNDRAISING CAMPAIGN.

Today you see them everywhere. Previously confined to their home in spit-up coated sweatpants; today's moms are back on the scene going for walks, hitting up the coffee shop, and generally continuing to live their beautiful lives. They are today's Yummy Mummy's and this is their sticker.

Some have wondered just who should adorn this sticker? Well there is only one question to answer:

**Do you have children? If so, you are a yummy mummy.
Don't feel worthy of that title? Then you need one more than anyone else.**

There is a sizable backlash to that insipidly annoying 'Baby on board' sticker. Seen more as an excuse to drive badly than a warning for others to drive well. Adding to success is the fact that it's not just a sassy sticker but it's giving back as well.

After hearing that many woman's shelters were in danger of closing due to government funding cuts, presto-bango we have the cherry on the cake. With every sticker sold **partial proceeds would go to the local woman's shelter**. With the initial goal set at having a thousand dollars in their pocket for Christmas.

Since the launch, the warm and fuzzy feeling has been contagious. Everyone knows someone who would love the sticker and it's rare to find a gift full of love for under five bucks. Yet here you have an empowering, smile inducing decal that makes you look good and donates to the woman's shelter at the same time. Win, win.

Stickers are available in select children's stores as well as locally in Squamish at Trinity, Work Warehouse, Kids Place, Kaos Kids, Tantalus Bike Shop, and Eagle Run Coffee. The ultimate dream is to have these nation wide but head offices are tough nuts to crack. That said, if you have an in, or know a business that would be interested in spreading the love, please don't hesitate to spread the word.

Long live the Yummy Mummy.
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