



chicpapoose

orders@chicpapoose.com
www.chicpapoose.com

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Contact: Holly Nelson
503-775-1702

CHIC PAPOOSE ACQUIRED BY NEW OWNER
Eastmoreland Businesswoman to Grow Popular Local Line

(PORTLAND, OR) - Holly Nelson brings her advanced business degree and passion for the plight of new mothers to her acquisition of local company Chic Papoose LLC, specializing in stylish sling-style baby carriers. "As a new mom I bought my own Chic Papoose sling while looking for a simple, functional and stylish way to cart my baby boy around. People always commented on it whenever I used my sling. Now I am thrilled to continue providing this fantastic product to others and look forward to expanding the business."

Excellent customer service and support during the challenging times in a new parent's life has always been a hallmark of Chic Papoose, LLC, started by local entrepreneur Jennifer Greenberg. "My goal is to build upon the amazing foundation Jennifer built and continue to offer slings based on her successes. She was on to something big when she created this company, more people need to know about this sling!" emphasizes new owner Nelson. Holly has seen more than her fair share of friends getting used to their role as new parents. The versatility, style and security these slings offer can make the first few months with a new baby more bearable for everyone.

Chic Papoose slings are made using the highest quality 100% cotton materials featuring stylish prints and solids that appeal to a wide array of moms and dads. Comfort is maximized, featuring a wide shoulder strap that lets the wearer adjust it to alleviate pressure points. Versatile, a child can be positioned in a number of ways, newborn through toddlers up to 35 pounds. The Chic Papoose sling is far more compact than most others on the market; it rolls up neatly to slide into a purse or diaper bag. Chic Papoose slings are easy to care for and easy to use—they are **reversible** for maximum wardrobe flexibility and machine washable. As an added plus they are all locally and professionally made.

Chic Papoose slings have been tremendously popular items at local Portland shops. To find local retailers or purchase a sling online please visit www.chicpapoose.com.

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