



For Immediate Release

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Sunday October 3, 2009 NYC Children's Club, Javits Center (Booth # 9236)

EarthWise Apparel Group is debuting its new byJezz line of eco-friendly baby gear at the ENK Children's Club show at the Javits Center October 4-6. We are featuring the award winning **CheckMe** onesie that won Best Child and Baby Product Award for all categories (including gear) in late 2008. The award was given by The Swedish Association for Child and Baby Products. The **CoverMe** is a nursing blanket that offers moms and babies privacy (safe plastic clips mean it will stay securely in place) without losing the important bonding opportunity. When mom stops nursing, the blanket still has many uses particularly as a stroller blanket.

You can see the **CheckMe** and the **CoverMe** on our website: www.byjezz.com. There are also two charming videos on the site that demonstrate the functionality of the products. I would be happy to speak with you or schedule a time for you to speak with one of the owners of EarthWise Apparel Group.

The Swedish company that we represent in the USA is committed to using organic fabrics and fair trade factories for production. I hope that you will stop by our booth at the Children's Club event next week in NYC.

"We are very excited to bring the award-winning byJezz line to the USA at the Children's Club show in NYC" says Pamela Olausson, CEO of EarthWise Apparel Group of Madison, CT. "We first noticed the clever CheckMe line after it was awarded the prestigious Best Product Award in Sweden and we could immediately see how the well-made onesie could benefit both children and parents in the USA. We have been really impressed with the quality and the dedication to provide a eco-friendly product made from organic materials". We think it will be a huge success."