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FOR IMMEDIATE RELEASE

## **Children can enjoy more of the great outdoors, thanks to the new Moojoes Rain Poncho for Kids**

(NORTH VANCOUVER, BC - MARCH 27, 2012) Every parent knows that a soggy kid is a grumpy kid. And if you, like most West coast parents, want to encourage your children to spend more time outside, it's imperative that you have practical rainwear like the just-launched Moojoes Rain Poncho for Kids.

"I love walking my children to school every morning," says Vancouver mom of two, Jennifer. "We talk and we engage in a healthy outdoor activity—rain or shine—without distractions. So outerwear that protects against rain is a must, especially in Vancouver!"

North Vancouver mothers, Desiree Kranendijk and Stephanie Loewen, can empathize with Jennifer. With seven children between them, they know first-hand how wet weather can dampen a child's willingness to do anything outdoors, let alone walk to school.

"When parents walk their kids to school, our inclement weather doesn't help as clothes and backpacks can get soaking wet," say Desiree and Stephanie, co-owners of online store, Moojoes Kids Gear Inc. "So we decided to develop children's rainwear to fill that need. It had to be easy to put on, keep kids and their backpacks dry, and encourage children to be active."



This spring 2012, they launched Moojoes Rain Poncho for Kids. The high-quality outerwear is perfect for kids in wet weather. It is water resistant with a Dintex outer shell and moisture-wicking inner lining; the material provides soft comfort without that plastic-y feel that other rainwear has; and it is stylish with availability in eight different colours and hood-liner patterns.

And parents will approve, too. The poncho is free of hazardous chemicals (Oeko-Tex certified), sports 360° reflective visibility for dark days, and offers full coverage with a longer back to accommodate backpacks.

Desiree and Stephanie also factored in affordability when they designed the rain poncho: "High-quality outerwear can be expensive—you might have one jacket for spring, one for fall, and then another for rain. Throw in the fact that your child will soon outgrow them all, and you'll find yourself reaching into your wallet to buy one of every kind, every year! That's why we developed a roomy poncho that can last your child several years and span the seasons. On warmer days, wear it as a single layer over clothing. On colder days, wear layers underneath."

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“My kids love the Moojoes Rain Poncho for Kids,” says mom Jennifer. “They don’t have to worry about the rain so they can focus on other things like having fun and playing—just what they’re supposed to be doing!”

Both Desiree’s and Stephanie’s children wear their rain ponchos for their favourite rain-or-shine outdoor activities. You may spot Desiree, her kids, and their dog hiking in Lynn Canyon, or Stephanie and her kids exploring the forest and jumping in puddles.

Moojoes Rain Poncho for Kids is available in four sizes and retails for: \$53 (size 3 – 5); \$55 (size 5 – 7); \$57 (size 7 – 9); \$59 (size 9 – 11). Ponchos are available for sale online. See the full collection at [www.moojoes.com](http://www.moojoes.com).

**Product Features:**

- Water resistant
- 360° reflective visibility
- Phthalate free
- Velcro closures at neck and arms
- Oeko-Tex certified (free of hazardous chemicals)
- Dintex outer shell/moisture-wicking inner lining
- Triple-paneled hood
- Longer back to accommodate backpacks
- Machine washable



**MOOJOES CARES:** From now until June 30, 2012, Moojoes will donate a percentage of the sale of every poncho to charity. The selected charity will be announced on Moojoes’ website, Facebook page, and blog on June 30.

**For more information**

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