



FOR IMMEDIATE RELEASE

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### **Bumkins to Deliver a Merry Grinchmas**

Scottsdale, AZ – October 5, 2005 – Just in time for the holiday season, Bumkins is bringing Dr. Seuss' timeless classic *How the Grinch Stole Christmas* to life this holiday season with a bright and *Grinchy* waterproof print in products for kids and adults. The festive and playful *Grinch* print will be available in Bumkins' entire waterproof collection. The best-seller in this proprietary fabric is the SuperBib® (MSRP \$6,) great for children ages 9 mos – 3 yrs. Also with the combined functionality and festive design the toddler (\$13,) child (\$15) and adult (\$22) aprons will make a welcome addition to the kitchen this holiday cooking and baking season.

In addition to the *Grinch* print, Bumkins is also introducing a brand new bib to its waterproof collection in time for the holidays. The SuperSized SuperBib® (\$17) has the same design as the SuperBib on the top, yet provides an extra long and wide lap guard to protect an entire outfit. This SuperSized bib, requested by Bumkins' loyal customers, is excellent for children in highchairs, strollers, car seats, or at any occasion for those extra messy eaters from ages 9mos – 3 yrs.

#### **About Bumkins® Finer Baby Products**

Based in Scottsdale, AZ, Bumkins Finer Baby Products was founded by Jakki Liberman, who through necessity, developed the All-in-one Diaper to assist her in caring for her four children over fifteen years ago. Bumkins has grown to offer an ever expanding line of premium baby apparel and accessory products, with a strong focus on function and design.

Bumkins® Products are sold exclusively through better baby stores and department stores including One Step Ahead, The Right Start, Amazon.com, Babies 'R Us (Web only) and Babycenter.com. Experience Bumkins® at [www.bumkins.com](http://www.bumkins.com) or call 1-866-Bumkins.

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