

PRESS RELEASE  
For Immediate Release

## Handle with Care

*SaraBear Company and Postpartum Support International (PSI) partner to raise awareness for Postpartum Depression*

**Glens Falls, NY** (November 16, 2007) Melissa Bramlage, founder and CEO of SaraBear Company, has partnered with Postpartum Support International (PSI) to offer new mothers, and those who love them, a resource for help. All SaraBear® diaper caddies now carry an informational hang tag on their handles bearing a list of the symptoms to identify a postpartum mood disorder as well as directions to the PSI website and helpline.



[www.postpartum.net](http://www.postpartum.net)

[www.sarabearbaskets.com](http://www.sarabearbaskets.com)

The agreement was reached in much the same way SaraBear diaper caddies were conceived, by Melissa, a nurse and mom of two, experiencing a need and then devising a comprehensive solution. After the birth of her second child, too exhausted and preoccupied to focus on her own health and what were obvious signs of postpartum depression, Melissa suffered alone and needlessly.

“I waited too long to reach out for help. Our focus is to put the PSI website and helpline directly in front of new mothers and fathers,” says Melissa. “Knowing that a qualified voice to listen and offer help is just a phone call away can make the difference for a new mother and her family.”

“Approximately 15% of all new mothers are afflicted with a postpartum mood disorder,” explains Alexis Menken, PhD, a Clinical Psychologist and the New Jersey coordinator for PSI. “SaraBear is in a unique position to catch the attention of new mothers who may not realize they could be suffering from a postpartum mood disorder. This simple, but important tag may save lives.”

SaraBear Company has built its incredible success upon an unwavering belief that life with babies should be enjoyed to its fullest. Their diaper caddies are designed to make baby-care organization easy. The new PSI informational tags are intended to make joy an attainable thing for all new moms. SaraBear will donate a portion of each sale to PSI.

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