



**PREGNANT? TAKE THE WEIGHT OFF YOUR WAIT**  
**New Inflatable Raft Designed Just For Moms-To-Be**

FOR IMMEDIATE RELEASE

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January 31, 2008. Woodbury, MN. **BellyFlopsz™** announces the first flotation and relaxation raft made specifically for pregnant women. **BellyFlopsz™** is designed with the mom-to-be in mind, allowing her to relax on her belly in the pool while the natural buoyancy of the water alleviates pressure.

“During my third pregnancy I found myself spending a lot of time in the water, it felt great to take the pressure and weight off my body!” says **BellyFlopsz™** creator and CEO Gina Green. “Watching my family enjoy the water lounging on their bellies with their rafts made me think, ‘There has to be a way to enjoy the weightlessness of the water and have the luxury of lying on my pregnant belly.’ ”

Now with **BellyFlopsz™**, pregnant moms can enjoy what Green envisioned. **BellyFlopsz™** is just like other inflatable rafts you've seen floating around in pools everywhere, but with one important difference: an opening designed to comfortably accommodate pregnant bellies.

“Women that have been pregnant completely understand the concept because lying on their belly is something they had to give up,” says Green. **BellyFlopsz™** allows them to regain some belly time, while also relieving the stresses that come with the extra weight of pregnancy.



The **BellyFlopz™** is covered in a nylon fabric for extra comfort, and the opening is designed to fit most pregnant bellies. Handles on each side make the raft easy to carry and provide assistance in getting on and off. Double sewn seams ensure long life. Keep having babies; **BellyFlopz™** adds a splash of fun to every pregnancy! A planned retail price of \$49 makes it a perfect shower gift.

**BellyFlopz™** will be available in spring of 2008 at [bellyflopz.com](http://bellyflopz.com) and at select boutiques and retailers.

Minnesota based **BellyFlopz™** was founded in 2007 by Gina Green to develop a new flotation raft for pregnant women. Green grew up in a small town in Minnesota as part of a family full of creative people. She lives in the Twin Cities with her husband and four children. Her Marketing degree combined with her role as a mom proved useful in creating **BellyFlopz™**. Green plans to expand the brand to include even more products that bring fun into every pregnancy.

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