

## **LOOK MOM – NO HANDS!**

*~ New Product That Holds Kids' Stuff Proves to Be Sanity on a String for Parents ~*

**Phoenix, AZ**—July 6, 2010— They say necessity is the mother of all invention and no one knows that better than Elizabeth Lyons, mom inventor extraordinaire. Elizabeth has invented sanity on a string called “Hold It Baby!®” for parents everywhere who are tired of picking up dropped bottles, toys, sippy cups, pacifiers, books, stuffed animals, small blankets and anything else little ones like to toss to the ground.

Hold It Baby!® is an amazing device that holds up to six of a child's items at once. With the Hold It Baby!® in tow, parents no longer need to worry about their child's important items hitting the ground and then collecting germs. The Hold It Baby!® prevents parents from bending over repeatedly to grab those items that babies love to toss. The Hold It Baby!® also offers the flexibility to disconnect unused lanyards allowing for the attachment of only one item, if desired, by parents. The Hold It Baby!® is great for use on car seats, strollers, high chairs, shopping carts, backpack carriers, airline seats, and bike trailers.

***About Elizabeth Lyons:*** Elizabeth Lyons is not only a mom inventor but also an author and a parenting expert on multiples. Elizabeth is the author of ***Ready Or Not, Here We Come! The REAL Experts' Guide to the First Year with Twins, Ready Or Not, There We Go! The REAL Experts' Guide to the Toddler Years with Twins***, and the just-released, ***You Cannot Be Serious: and 32 Other Rules that Sustain a (Mostly) Balanced Mom***. These hilarious and award-winning books provide great insight into parenting twins as well as strategies for finding and sustaining balance as a woman who wishes to be more than "just a mom."

***About Orca Communications Unlimited, LLC:*** Orca Communications Unlimited, LLC is a full-service public relations firm based in Phoenix, Arizona specializing in experts and consumer products. For more information, visit [www.orcacomunications.com](http://www.orcacomunications.com). For more information on Hold It Baby!® or to schedule an interview with Elizabeth Johnson, please contact Wendy

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