



Contact: Naomi Kraut

naomi@funmomband.com

(617) 448-6457

www.funmomband.com

Instagram: [@funmomband](https://www.instagram.com/funmomband)

YouTube: <https://bit.ly/FunMomBand>

FOR IMMEDIATE RELEASE

Much Needed Relief for Moms this Mother's Day: Mother's Little Fanny Pack Helper

Mom's Fanny lightens the mother load with a hands-free pack that inspires confidence and fun

Durham, North Carolina (April 26, 2022); Fun Mom Band, a women-owned startup, announces the launch of **Mom's Fanny**, a fanny pack designed and built as tough as motherhood. Stocked with a lady flask and pill box, Mom's Fanny sets moms up to rock their day.

Mom's Fanny supports **domestic manufacturing** and is produced in the mountains of North Carolina. It's made of classic durable denim with leather accents and a strap built for tough jobs like making parachutes. Or parenting.

Mom's Fanny Essential Bundle with lady flask and pill box retails for **\$80** and is available for preorder at www.funmomband.com, with packs shipping in early May. Other pack options:

- **Just the Pack, Ma'am:** Mom's Fanny pack for **\$68**
- **Mom's Fanny Essential Bundle with Pin Joy**, which comes stocked with lady flask, pill box, and a choice of pin for **\$85**.

About Fun Mom Band

Fun Mom Band is a scrappy women-owned startup whose mission is to **make moms feel seen** and to **foster joy and levity in pandemic-era parenting times**. Its origin story is a pandemic puppet musical about Zoom school mom rage from the voices of swearing, fed-up puppet moms. Fun Mom Band received an NC IDEA Micro Grant in the Fall of 2021 and a Durham Arts Council Artist Support Grant for 2021-2022.

###