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NEWS RELEASE

Strut Your BUMP!

Tollyjoy's Record Breaking Event- Singapore's Largest Workout for Expectant Parents

An initiative by Tollyjoy Baby Products, Singapore and SuperMom, a parent-led movement to promote an active pregnancy for healthier baby, supported by National Population and Talent Division, Families for Life and People's Association

Singapore – A new record was set as 102 expectant mums gathered yesterday, to break the first ever Singapore Book Of Records for working out together at Asia Square, The Cube. This event was jointly organised by SuperMom, a parent-led community and Tollyjoy Baby Products, Singapore with the support of HeyBaby.sg, Families for Life and People's Association to encourage expectant mothers to stay active through a fun 30 minutes programme led by international instructors.

Guest-of-Honour, Parliamentary Secretary, Ministry of Social and Family Development, Ms Low Yen Ling also joined the mothers in the record breaking workout.

Apart from the record-breaking workout, parents enjoyed a great host of exciting and educational activities including Tollyjoy's Daddies Fixing A Breast Pump contest, learning about breastfeeding tips from senior lactation consultant and many others.

This year marks a special occasion for Singaporeans as we commemorate the nation's 50th independence. In conjunction with the SG50 celebrations to welcome Jubilee Babies and International Women's Day, Singapore's Largest Baby Shower Party was thrown at Strut Your BUMP! to celebrate one of the most important milestones in a woman's life. Parents also received a free Jubilee Baby Pack and health insurance from Great Eastern at the event.

Mr Tan Wee Keng, Chief Executive Officer of Tollyjoy Baby Products Pte Ltd said, "We were very happy to be part of the Strut Your Bump event, as mother and baby care is at the centre of what we do. Promoting an active lifestyle among expectant mums is very important for a happy and healthy baby and is something that we believe strongly in."

Numerous studies have confirmed the many benefits of exercise during pregnancy for both mother and growing baby. Women are encouraged to stay active even during their pregnancy unless under medical attention. A recommended regime of at least 30 minutes a day for 5 days a week can go a long way. Dr Tony Tan, President of Obstetrics and Gynaecology Society of Singapore said, "Exercise is good for pregnant women as it maintains their fitness, maintains a healthy weight (reducing the risk of excessive weight gain and the problems that come with it), reduce fatigue and improves self-esteem."

Staying active can also help expectant mothers cope with physical demands of life even after pregnancy and boosts maternal immune-system function which continues to benefit the baby after birth through breastfeeding. Dr Tan added, during labour, regular exercise may also aid in labour as mothers increase in confidence. A good fitness health with continued exercise will also help to shed the weight off after delivery, and may reduce the risk of postnatal depression.

About Tollyjoy Baby Products Pte Ltd (Tollyjoy)

Tollyjoy Baby Products Pte Ltd (Tollyjoy) is a leading provider of reliable, durable and value-for-money mother and baby care products. Incorporated in 1971, it remains the only home grown Singapore brand of its kind with an unrivalled comprehensive range of more than 250 products across different categories. These include Baby Hygiene, Baby Wear, Baby Play, Baby Bedtime, Baby Groom and Baby Gift and Mom's Needs.

Tollyjoy has demonstrated consistent growth over the past 40 years and has a regional footprint that extends across Malaysia, Indonesia, India, Brunei, Bangladesh, Maldives and Myanmar where it develops and markets products under its *Tollyjoy* and *Little Precious* brands. These are available in leading departmental stores, supermarkets, hypermarkets and baby specialty stores across the region.

For more information on Tollyjoy visit <http://www.tollyjoy.com.sg> and <https://www.facebook.com/pages/Tollyjoy-Singapore/277474003838>

About SuperMom

SuperMom is a refreshing and exciting initiative set up by a group of mothers that reaches out to expectant mothers, mothers with newborn and babies from 0 to 1 year old. This initiative is started as it recognizes the challenges of carrying and caring for newborns from personal experiences. It aims to provide community support for new mothers through an active social media channel where new mothers can congregate to share their experiences and offer comfort and motivation to each other.

SuperMom also organises events that champion for happy and healthy pregnancy and babies such as conducting of pre-natal and baby care workshops co-hosting by hospitals, pregnancy workouts, SuperMom Carnival and SuperMom Bazaar. This parent-led movement is also endorsed by various government ministries such as Ministry of Social & Family Development, Families for life, People's Association, Health Promotion Board, NTUC U Family and National Population & Talent Division as well as hospital partners such as National University Hospital, Thomson Medical Center and Mount Alvernia.

Visit SuperMom's website and Facebook for more information: www.supermom.com.sg and www.facebook.com/supermombazaar

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