



## MEDIA ADVISORY

### **MOMCAFÉ PRESENTS 'HOW TO BE A SMART ASS'. YES, REALLY!**

**Vancouver:** On Friday, June 13, momcafé will feature Cindy Ball and Alix Cameron, the self proclaimed SMART ASS GALS. Smart Ass is a fabulous brand of women's lingerie headquartered in Vancouver, BC.

Sold throughout North America, Smart Ass Lingerie brings a new sense of fun to women's underwear drawers, with sassy sayings printed on their fabulous products, such as "you're hot", "sex pot" and "va va voom".

Cindy and Alix, who show unrivalled media savvy and a wicked sense of humour, are fearless marketers who will share their fun loving and daring approach to business (and motherhood) at the June 13 momcafé event.

Part proceeds from this event will be donated to the BC Cancer Foundation's fundraiser, aptly named 'The Underwear Affair'.

*momcafé* is an organization that provides support and resources for professional moms in the form of monthly meetings and quarterly seminars. On-site child care is available, and a donation is made from the proceeds each month to different charities that support women and children.

**What:** momcafé Presentation – "How to be a Smart Ass"

**Who:** Cindy Ball & Alix Cameron

**When:** Presentation 10:00AM, Friday, June 13, 2008

**Where:** Rocky Mountain Flatbread Company  
1876 West 1<sup>st</sup> Avenue, Vancouver

Both speakers and a momcafé director will be available for interviews following the event.

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