



fact sheet

- Baby On Board Apparel (BOBA) is a Canadian-based company that was founded by Ai McEwen in December 2008 and officially launched in April 2009.
- Targeting women between the ages of 25-45 who are excited about their pregnancy, BOBA is for the mommy-to-be who wants to look fashionable and feel comfortably during every trimester and beyond.
- In early 2008, Ali's sister became pregnant with her first child. When shopping they could only find floral and loud patterned clothing. Baby On Board Apparel offers high quality fashionable basics that soon-to-be mommies often have a hard time finding.
- Ali and her sister's frustration would not subside when it came to quality and variety of maternity wardrobe basics. "It was so tough to find basics. They were either too busy or lacked quality. I just wanted to throw it on and go while still looking fashionable and great!"
- Historical and typical post-recession social activity precipitates a baby boom.

media

- Pregnancy & Newborn Magazine
- Today's Parent Pregnancy Special Edition
- Today's Parent Online
- L.A. Splash
- Woman.ca
- Regina Leader Post Blog
- Fox Strategy Room
- Rogers TV Toronto Daytime
- Rogers TV York Region Daytime
- Rogers TV York Region Living

events

- Boom Boom Room – Pre-Golden Globe Gifting Suite – January 2011
- ABC Kids Expo Maternity Square – October 2010
- Toronto Fashion Incubators Press and Buyers Breakfast - October 2010
- Boom Boom Room – Pre-Emmy Gifting Suite – August 2010
- Colline Foundation & Ali McEwen Community Event – Leogane, Haiti August 2010

upcoming events

- Mother's Day Tea Party for the Mommy-to-be – May 2011
- ABC Kids Expo Maternity Square – September 2011

Contact Information

Ali McEwen ali@babyonboardapparel.com 416.829.2459
All media inquiries – please email media@babyonboardapparel.com



quotes and testimonials

quotes by Ali

- "Today's maternity is about celebration and pride. It's time to celebrate your ever-changing figure as you and your bump grow."
- "Every woman wants to embrace her pregnancy, but sometimes it may not always be comfortable. With daily changes while pregnant, sharp jabs in the ribs and nausea; this is what should be uncomfortable during pregnancy not clothing."
- "I get it!" Buying a maternity wardrobe can be expensive; that's why BOBA creates clothing that works with your already existing wardrobe. Pair a Juliet Nursing Top with your favourite boyfriend blazer and wear it beyond 9 months."

quotes by garment owners

- "This is my second pregnancy and last time I made the mistake of thinking that it would be fine to wear a sack since it was "only 9 months" (I came to learn that we're typically still in maternity clothes for several months after the baby is born). Now with a few beautiful pieces from BOBA I get a mood boost from the soft cotton, great colours and flattering fit.
I'm telling all of the moms in my prenatal yoga class about this clothing line. Tell your friends too and if you haven't yet, get yourself some outfits –you deserve it!! Remember, one of the best things you can do for your baby is take care of mommy!" – a new customer
- "Hello, I received my shirt the other day! Super fast shipping! The shirt is great, fits excellent and is very comfortable! I am already getting compliments! I am very happy. Thanks again so much." – a new customer
- "I have to thank you Ali for making/designing my most favourite shirt to wear while having a blooming belly!! I received the shirt from a client of mine! Keep up the awesome work because I have seen a few around Regina including some girls in my prenatal classes." – a new customer
- "I just got my lemon sorbet Juliet Nursing Top and love it! I wish I had known about you while I was pregnant! Now I can nurse in style and not be embarrassed about ugly nursing tops! I'll definitely keep you in mind for the next pregnancy. I don't mind the price either because it is more fashionable than what some of the stores offer." - a new customer

celebrity quotes

- Tiffani Amber Thiessen about the Stella Nursing Top - *"it makes nursing a private experience while in public."*
- Samantha Harris about the Blossoming Belly Graphic T-shirt - *"I love Baby On Board Apparel, functional yet stylish and effortlessly chic!"*
- Jodie Sweetin about the Juliet Nursing Top - *"One of my favorite finds at the boom boom room this year was Baby On Board Apparel!"*

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Ali McEwen

Baby On Board Apparel (BOBA) is a lifestyle maternity clothing company that combines function and fashion. Designer Ali McEwen strives to create items that boast comfort and versatility for mummies-to-be and answer the question “What should I wear today?” Each garment has been designed to grow with an expanding belly, work with any existing wardrobe and serve as a staple maternity piece even after nine months.

BOBA launched in 2009 and since has been seen on Fox’s Strategy Room, York Region Living, Daytime Toronto, Daytime York Region, Sweetmama.ca, Today’s Parent Pregnancy and Pregnancy & New Born Magazine. As well, has become a celebrity favourite after introducing Hollywood to Baby On Board Apparel at a pre-E Emmy and pre-Golden Globe gifting suite; celebrities such as Tiffani Amber Thiessen, Bethenny Frankel, Ellen Pompeo, Jodie Sweetin and Ali Larter all own BOBA.

Born and raised in Saskatchewan, Ali McEwen has always loved all things fashion. Her vision to create a maternity clothing line was inspired after her sister first found out she was pregnant. Ali wanted to gift her with a shirt that told the world she was expecting. This proved to be a task, so Ali took it onto herself to create the UltraSound t-shirt. Since the creation of this shirt BOBA has grown into a fashionable basics company that is sold in boutiques across Canada and the USA as well as at www.babyonboardapparel.com

Ali believes clothing should meet three mandates: it should always feel amazing when worn, be constructed from quality fabrics that will survive more than a few washes and be easily paired with anything.

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