



Reusable diapers for the discerning parent.



## Press Release

### **AppleCheeks™ has won the PTPA Media Inc. Green Seal of Approval!**

October 14th, 2009 Applecheeks™ is excited to announce that it has been awarded the influential PTPA Media Inc's Green Seal of Approval for excellence in parenting products for its ecological super trendy line of reusable diapers.

PTPA Media Inc. (Parent Tested Parent Approved) has announced the winners of the 2009 Diaper Campaign for the best in Cloth Diaper products.

Being honored with the influential Seal of Approval from PTPA Media Inc. is a huge achievement for a product geared to families, children and parents. "We are thrilled to have been bestowed with this fabulous award and are excited to share the good news of modern cloth diapers with parents everywhere," says Amy Appleton, co- owner, designer of Applecheeks™.

Applecheeks™ was among many entries competing to win the PTPA Media Seal of Approval for the 2009 Diaper campaign. PTPA Media listened to the wants of their international parenting community of over 20,000 parents, and launched this focused campaign. "Our goal is to empower families when making purchasing decisions and hopefully the results from the latest test will help parents make informed choices when it comes to diapering their little ones," says Sharon Vinderine, Founder and CEO of PTPA Media.

PTPA (Parent Tested Parent Approved) Media put their testers to work. Each of the 40 diaper brands tested was put through a rigorous one-month trial run. Four different families evaluated each brand to get a good cross section of experiences. Participants answered 12 questions in an online survey, about their experience with the diaper. Durability, absorbency, ease of use, comfort, style and price were all considered, and twelve (12) brands came out on top.

#### **About Applecheeks™**

AppleCheeks™ have been available since July 2008, at independent retailers across Canada and have more recently been made available in Europe and the USA. The ever-growing list of retailers can be found at [www.applecheeks.com](http://www.applecheeks.com)  
AppleCheeks diapers carry a suggested retail price of \$20.

#### **About PTPA Media Inc.**

PTPA Media (Parent Tested, Parent Approved) provides an objective means to discover and appraise new products designed to enrich family living. The company's mission is to assist and educate discerning consumers by providing reliable and relevant information about exciting and quality products on the market. Products range from clothing, toys and household accessories to parent-centric creations. The Parent Tested Parent Approved Seal is presented to companies whose products are deemed exceptional by a knowledgeable and unbiased panel of experts, including parents themselves. For more information visit [www.ptpamedia.com](http://www.ptpamedia.com) and [www.applecheeks.com](http://www.applecheeks.com)