

2016 InnovateHer Challenge Local Host Nomination Submission- Cover Page

- i) **Winner:** April Marcial, Cover My Heart; breast feeding covers; 1492 W 6th St., #C, Corona, CA 92882, (place of incorporation),

www.covermyheart.com; 951-378-3691; april@covermyheart.com
- ii) **Host Organization:** NAWBO-OC, 2304 Huntington Drive, Suite 210, San Marino, CA 91108; 714-630-2983; **POC:** Andrea Messina; NAWBO California; andrea@nawbo-ca.org; www.nawbo-ca.org; 855-629-2622
- iii) **Description:** A fashionable and slimming scarf used as a breastfeeding cover and made from 100% chiffon (polyester, cotton and silk). The scarf is lightweight and made so the baby can see out of it, but the design prevents people to see through the scarf.

Statement of Support By NAWBO-OC: April Marcial -Cover My Heart

Cover My Heart is much more than a company that sells beautiful scarves – their message is clear, they want to promote breastfeeding among women in the community. Their scarves are fitted in such a way as to fully cover you while you breastfeed or pump milk, encouraging women to breastfeed while out and about and on the go. Cover My Heart is a beautiful product with a beautiful message behind it, which is exactly why we crowned April Marcial the winner of our local NAWBO-OC Host InnovateHer Challenge.

The first thing we noticed about the scarves were that they were beautifully designed with fashionable elegance. The design was extremely slimming when worn. There were numerous fashionable ways to wear the scarf, many of which would fully cover a woman from the torso up. The scarves are so beautifully made and fashionable that they easily could be marketed to women of all ages (regardless of breastfeeding).

The fabric of the scarves is likewise practical and promotes the ultimate comfort to the child and mother while breastfeeding. The fabric is lightweight and barely felt when worn. The infant can see through the material and not feel constrained (as it might with a heavier fabric or blanket). In addition, the scarf pattern made it impossible to see through from the outside. It offered the utmost privacy and elegance to the breastfeeding experience.

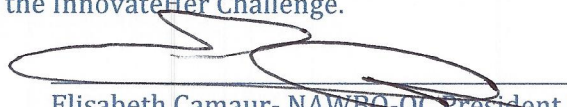
The scarf is currently available in 14 store locations. It can be ordered online. April has worked with several large hospitals to provide the scarfs as gifts in their maternity ward to new mothers. And, April has received re-orders from the women who have been given the scarfs as gifts. April also has a fashion magazine to promote the product. One of our judges commented that if this product was sent to celebrities who have newborns, this could easily become a huge fashion trend overnight.

The packaging is likewise elegant and fashionable. The scarf pricing was very reasonable (\$29.95 retail and \$14.95 wholesale). The cost for making the scarf is \$3.45 per unit which allowed for a large profit margin. Moreover, April discussed numerous additional lines of products that she plans to release in 2016 including other forms of nursing covers and tops. And, best of all, this product is not just something that you would wear when breastfeeding. It is a fashionable article that any woman would love to have with the practical benefit of providing a loving breastfeeding experience.

Many women who breastfeed or pump milk for their infant will have at least one horrible embarrassing story. Women are starting their families later in life after they have started a career and are fully integrated in the workplace. April's beautiful scarf goes well with a business suit for a mom needs to pump milk in her office during lunch as well as with jeans for that play date in the park. April's "breast feeding covers" (scarves) remove the awkward and embarrassing breastfeeding/pumping situation many moms have faced.

Thank you for this opportunity to hold the local InnovateHer Challenge competition. When we considered the three factors for judging, it was clear that April Marcial and Cover My Heart excelled in all three categories. Her products have a huge measurable impact on the lives of women and families. Her potential for commercialization is vast. As stated earlier, once you see this scarf, you want it. If one celebrity wore the scarf it would rocket sales. And, the current market for breastfeeding covers is filled with bulky or awkward covers with little fashion. Once the breastfeeding stage is over, those items are normally discarded. Whereas, April's scarves are accessories that can compliment any woman's wardrobe at any age. We enthusiastically support April Marcial and Cover My Heart as our submission to the regional level of the InnovateHer Challenge.

Dated: 12/2/15


Elisabeth Camaur- NAWBO-OC President Elect