



FOR IMMEDIATE RELEASE

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BINSI® Supports Operation Special Delivery

BOULDER, Colo. ---- BINSI®, the leading manufacturer of stylish and hospital-friendly labor and birth apparel, has partnered with the Childbirth and Postpartum Professional Association (CAPPA) to support Operation Special Delivery. Operation Special Delivery provides trained volunteer doulas to pregnant women whose husbands or partners are deployed, have been severely injured, or who have lost their lives due to the current war on terror. The CAPPA-certified doulas offer emotional, informational, and physical support to the women during childbirth in the absence of their husbands.

BINSI®, a female-owned company since its inception in 2005, is committed to supporting women through pregnancy, birth, and beyond. Through this partnership, BINSI® is donating 5 percent of their sales to CAPPA for Operation Special Delivery.

“No woman should ever have to give birth without someone there to lovingly support her,” says Carri Grimditch, founder and co-owner of BINSI®. “Operation Special Delivery offers that support by providing doulas to the women whose husbands or partners are away making an immense sacrifice for our country.”

Just as it’s important for women to feel comfortable and empowered by the clothing they wear during labor and birth, it’s also important for them to have people there to advocate for and encourage them. Research has shown that women who have a doula present during labor are less likely to require emergency C-sections and other invasive medical procedures. “Partnering with Operation Special Delivery seemed like a natural fit for BINSI®,” Grimditch says.

About BINSI®

BINSI®’s mission is to help women feel supported and empowered throughout their pregnancy, labor, and birth by offering products that make them feel beautiful, healthy, and in control of their motherhood journey. BINSI® labor and birth apparel is comfortable, modest, and stylish while still being fully compatible with any labor position and medical equipment—a great alternative to unflattering, immodest hospital gowns. All BINSI® products are tested and approved by mothers, doulas, midwives, obstetricians, and nurses. For more information about BINSI®, visit www.birthinbinsi.com

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