

## **‘EVERY DAY IS MOTHER’S DAY’: NEW CAMPAIGN SPOTLIGHTS REAL WOMEN ON THEIR JOURNEY TO AND THROUGH MOTHERHOOD**

**Julie Berg, Maternal health and wellness advocate and founder and CEO of *Dressed to Deliver* is excited to launch this new campaign, encouraging moms to share the good, the bad and the ugly of pregnancy and motherhood.**

**TUESDAY JULY 16<sup>th</sup> 2019-TORONTO, ON** - Triumphs and tribulations, births and pregnancy losses - these are just a few of the stories being shared in the ‘Every Day is Mother’s Day’ campaign, launching today by online maternity boutique **Dressed to Deliver**. The campaign will unveil real stories by everyday moms — a far cry from the once-a-year Mother’s Day celebrations that include breakfast-in-bed, jewelry and hand-picked flowers.

This pre and post-natal focused company is revolutionizing the labor and delivery experience with their 3-in-1 birthing gowns™, delivery robes and nursing wear collections. By bringing together 12 moms to share their raw, honest and inspiring journeys through motherhood, they’re hoping to shine some light on otherwise taboo topics such as infertility, post-partum depression and miscarriage.

Founder and CEO Julie Berg says that while every mom’s story is different, the one thing they’ll always have in common is that they are mothers - every day.

“Whether you’re a first-time or third-time mom, newly pregnant or hoping to bring home your rainbow baby; an adoptive mom, step-mom or same-sex mom, your journey to motherhood should be celebrated not just once a year, but every day.” She continues, “It has taken me eight years to share my real journey to motherhood, through my struggles with infertility, but I’ve now realized how important it is to talk about the good and difficult parts, because someone out there will relate to your story and impact their lives.”

The 12-week campaign kicks off today, July 17<sup>th</sup> on the first birthday of Berg’s third child, Chelsea. The campaign will feature new videos and stories every week. Berg invites moms to share their stories by submitting their own video diaries of their pregnancy journey to: <https://www.dressedtodeliver.com/yourstory>

To interview Julie Berg, invite her speak on maternal health and wellness, or to do an interactive segment on prenatal options, please contact:

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## **ABOUT JULIE BERG:**

Julie Berg is the founder and CEO of Dressed to Deliver, an online boutique of designer maternity, and labor and delivery gowns. As the visionary behind one of the first accessible and adaptable pregnancy-embracing and labour-positive delivery gowns, Julie has spearheaded her way into the pregnancy, labor and delivery market as a product innovator and industry trailblazer.

A fertility warrior and mother to three beautiful babies, Julie has fiercely advocated for all mothers to have a comfortable pregnancy journey as well as pre and post labor experiences. Julie's entrepreneurial success was anything but 'planned'. Yearning for a bit of modesty during her many invasive fertility appointments, she custom designed a 3-in-1 dress, which inadvertently caught the attention of doctors and friends who loved the versatile, accessible yet concealing design. She was soon inundated with orders. With demand growing, she left her pharmaceutical career to start Dressed to Deliver, winning awards, accolades, offers from two of the CBC Dragons! Her 3-in-1 birthing gowns™ and delivery robes are becoming a staple in birthing suites across the US and Canada, and have been featured in media across North America.

Outside of the office you can find Julie cheering on her older kids at hockey and gymnastics, and making sure to reserve time in her work day for board games and cuddles. Julie knows that prioritizing downtime is as important as strategy meetings and when she can, she schedules family camping vacations at national parks throughout Canada and the U.S. She loves the heat but has an aversion to all hot beverages, fuelling her daily caffeine fix with chocolate almonds or a mars bar.

## **About Dressed to Deliver**

Dressed to Deliver is the modern, comfortable alternative to the traditional ill-fitting hospital gown. During her first pregnancy, founder Julie Berg consciously and compassionately created a garment that could be worn by women before, during and after the birth of their babies. Dressed to Deliver garments provide dignified comfort for the laboring mother while allowing for optimal functionality including medical access for healthcare professionals and immediate post-delivery skin-to-skin contact for mother and baby. Each 3-in-1 birthing gown™ is lovingly made using thermo-regulating fabric with antimicrobial properties designed to fit your changing body, and are accepted by hospitals both in Canada and the U.S. Dressed to Deliver is proud to be making a difference with the "Safe Beginnings Project" where every purchase of a 3-in-1 birthing gown™ goes towards providing a birth kit to help save lives, resulting in exceptional care and improved health for patients worldwide! [www.dressedtodeliver.com](http://www.dressedtodeliver.com)