



For Immediate Release

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MOMPREENEURS STRIKE IT BIG ON FORBES.COM
Honeywear, Inc. advances to final round of Forbes Boost Your Business Contest

Honeywear, Inc., a grassroots, mom-run, organic children's accessories and clothing company, is a finalist competing for the \$100,000 prize in Forbes.com's "Boost Your Business" Contest.

The contest began in May with 1,500 applicants, and 20 semi-finalists were chosen by contest officials at Forbes.com. Online voting for thirty-second 'elevator pitches' determined selection of 5 finalists. Kristin Keliher and Christen Ward, Honeywear Inc.'s owners (as well as the other finalists), were flown to New York City to give a 10-minute presentation, followed by 10 minutes of Q and A, for a panel of judges at Forbes headquarters. The \$100,000-winning entrepreneur will be chosen by a combined score based on judges' assessments and online voting. Starting November 3rd, voters can view presentations and cast a vote for their favorite entrepreneur at:

<http://www.forbes.com/entrepreneurs/boostyourbusiness/>

Honeywear has generated interest among online voters because of its locally-made organic business model, and superior products. The company's premier product, the Baby Bee Sling™ is an innovative hybrid baby carrier that has been called "ingenious" by customers and critics alike. Made only of organic cottons and formaldehyde-free silks, Honeywear sets itself apart in the baby carrier industry.

"Advancing to the finals of the Forbes.com contest is an incredible opportunity and huge accomplishment. We are up against some significantly larger businesses, and we are in great company," said Kristin Keliher, Vice President and owner of Honeywear, Inc. "We have worked hard to make it this far, and truly believe in our company and our product" added Christen Ward, President and owner. The two mothers started Honeywear because they could not find a baby carrier to suit their needs. Three years ago, they began manufacturing their innovative design.

Honeywear is based in Asheville, North Carolina, and all products are made locally by a cooperative of home-sewers. Christen and Kristin are dedicated to creating local jobs with their business and have developed a children's clothing line that will also be manufactured in Asheville.

Honeywear is a member of Co-op America, soon to be Green America, a third party certification program to ensure a company has eco-practices and is not just 'green washing'. "We are very proud of our certification and are dedicated to remaining an eco-company, it is the only way we can imagine running our business," remarked Christen when asked about her company's business ethics. Honeywear, Inc. is making its mark in the business world today, and will be around for a long time.

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