



PRESS RELEASE

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CLOTH DIAPER RETAILERS, MANUFACTURERS & SERVICES COME TOGETHER THE REAL DIAPER INDUSTRY ASSOCIATION MEETS IN LAS VEGAS SEPTEMBER 13 – 14, 2009

Kirkland, WA – The Real Diaper Industry Association (RDIA) is proud to announce the *Cloth Diaper Business Conference and 2nd Annual RDIA Meeting* September 13 -14, 2009 in Las Vegas, Nevada. The event will take place at the Las Vegas Convention Center. This year's theme is What Happens in Vegas Can Change Your Business Forever. It is free to members and \$40.00 for other attendees.

The Real Diaper Industry Association relies on volunteer board and committee members to continue its success. This event will bring together cloth diaper manufacturers, retailers, diaper service providers and diaper information services from across the United States and Canada. Members will gather to network and discuss the goals for the organization.

A number of topics important to the cloth diaper industry will be addressed:

- Jennifer Billock, owner, Over the Moon Diapers, will present the latest research in the cloth diaper industry.
- Shayla Boyd-Gill, owner, Alyahs Alternatives, will present information on networking in the local communities.
- Leah Carter, owner, Better for Babies, will present Regulation and CSPIA news.
- Lori Taylor, owner, FuzBaby and Firefly Diapers, will present SEO and Social Media tips and techniques.
- A variety of other presenters will lead discussion such as: brick and mortar strategies and business chat.

"I am excited that RDIA has members that are committed to sharing the benefits of cloth diapers with families worldwide," said Jennifer Labit, CEO of Cotton Babies, Inc and RDIA board member, "We are working hard to bring much needed support to cloth diaper business owners and create an organization that they can use to enhance their businesses."

The association was founded out of the need for different sectors of the cloth diaper industry to come together and form a cohesive group. An impromptu meeting was held in 2007 at the ABC Kids Expo to discuss the issues concerning the cloth diaper industry. The participants decided that a trade association needed to be formed to support the industry. The first official association meeting was held in Las Vegas, Nevada in 2008.

The Real Diaper Industry Association works to improve business conditions in the cloth diaper industry by sponsoring research, supporting business education and networking and engaging in promotion and advocacy. The association has over 100 members throughout the United States of America and Canada. Learn more about the Real Diaper Industry Association and register for the event at www.realdiaperindustry.org .

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