

Shift your baby-weight in celebrity-style with Sporty Bump

Submitted by: Playtime PR

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MATERNITY & POST-NATAL SPORTSWEAR AT CRUNCH-FRIENDLY PRICES

Despite the credit crunch, you can still treat yourself to a little celebrity-style when it comes to exercising during and after pregnancy. Sporty Bump is a pioneering range of sportswear designed specifically for pregnant women and those trying to regain their pre-pregnancy figures. The inexpensive collection launched last year and already has a celebrity following, including Hotel Babylon's Tamzin Outhwaite and Strictly Come Dancing winner, Jill Halfpenny.

After trying the range during her pregnancy, popular actress Tamzin Outhwaite commented, "I couldn't find decent maternity sportswear anywhere, so I was delighted when I discovered Sporty Bump – the range is versatile, comfy and stylish. I love it!"

Actress Jill Halfpenny, who danced her way back to a size 10 and went on to win the Strictly Come Dancing Christmas Special after giving birth last year, also fell in love with the brand: "Sporty Bump is stylish and practical and is the perfect workout gear for me to stay fit and healthy both during and after my pregnancy."

Sporty Bump's popular four-piece 'basics' capsule collection consists of: On The Bump Shorts, Under The Bump Capri Trousers, Cross-over Top and a Racer Back Vest. All items are available in chic classic black and in four accommodating sizes (small through to extra large). Designed with price in mind, the pieces range from just £15 to £20 and the entire capsule collection costs just £71 (delivery is free when spending over £50).

The range has been created for mums-to-be who want to continue with exercise and sports during pregnancy, as well as those who are getting back in shape after the birth. Whether it's training at the gym, cycling, walking, running, Yoga classes, using home-workout DVDs or simply relaxing – the clothes have been designed to move with the wearer as they exercise and grow.

Sporty Bump clothing is available to buy online at <http://www.sportybump.co.uk>. Spend £35 or more before 31 January 2009 and receive a £5 discount – simply enter the discount code "JANUARY" at checkout. Delivery is free over £50. Further designs will be added later this year, including additional colour choices as well as sports and leisure accessories.

- ENDS -

For more information or samples of the range, please contact Lesley Singleton at LS Media on 01234 752 663 / 07852 451 093 / Lesley@lsmedia.co.uk

Notes to editors

The Sporty Bump collection in full:

- On The Bump Shorts (£15) – Designed to wear on the bump, these mid-thigh length cycling style shorts stretch to accommodate mum-to-be's growing size.
- Under The Bump Capri Trousers (£16) – Designed to wear under the bump, these trousers look and feel good during any exercise routine and are perfect for Yoga.
- Cross-over Top (£20) – With inner support for ultimate comfort, not only does the top look great down the gym but it can be dressed up for other occasions with simple accessories.
- Racer Back Vest (£20) – With inner support for ultimate comfort, this sporty looking top is versatile enough to suit all exercise needs.