

## **THE REAL DIAPER ASSOCIATION OPENS ITS DOORS: PRESS RELEASE; VERSION 2**

For Immediate Release

The Real Diaper Association Opens Its Doors: A Small Business Approach - August 9, 2004.

This press release has been created for small business owners. We hope that you will take the information available here and tell your customers about our presence. Feel free to pick and choose the information that will be helpful to your customers. We hope that you will assist us in publicizing our existence, as well as joining the Real Diaper Association yourself. If you have any questions or concerns, please contact Rose Bloomberg-Rissman at [rose@realdiaperassociation.org](mailto:rose@realdiaperassociation.org).

### **The Real Diaper Association**

The Real Diaper Association, a new nonprofit organization, has opened its doors and will provide support and education to parents all across the U.S. for the use of simple, reusable cloth diapers. The goal of the Real Diaper Association is to put more U.S. babies in cloth diapers. To do this they aim to create a cultural shift in understanding cloth diapers-their environmental impact, their ease of use, their accessibility, and their acceptability. The Association will help parents understand that cloth diapers are real diapers.

The Real Diaper Association will maintain a member-supported resource center where they will train local organizers, support local groups, plan national campaigns, and distribute educational information. Members and other visitors to the Real Diaper Association website can use the Local Resource Directory to find Real Diaper Circles and diapering businesses in their area.

### **The Mission**

The Real Diaper Association is a collective non-profit organization in which parents and small businesses take the lead in creating a cultural shift to increase the use of simple, reusable cloth diapers. We connect current cloth diapering parents to the long history of cloth diapering. Cloth diapers are real diapers. The Association organizes local advocates and activists for cloth diapers through a member-supported resource center, which plans campaigns, trains organizers, distributes educational information, and supports local groups, and connects users to the U.S. Cloth Diaper industry. Local Real Diaper Circles reach users face-to-face with knowledge and tools to make cloth diapering accessible and acceptable to U.S. parents, who have the power to change the world one baby at a time.

### **Individual Membership**

The Real Diaper Association is supported through individual memberships. People join the Real Diaper Association because they want to raise their voice in support of cloth diapers. Each member will receive a discount on meeting attendance, and the higher levels of individual membership will receive a quarterly newsletter. The highest level of annual membership will receive an organic cotton prefold diaper as a gift for joining at that level.

### **Real Diaper Circle**

The Real Diaper Association wants to focus on encouraging face to face interactions, and

having experienced local parents support parents with less experience. Through local Real Diaper Circles, the Association organizes members who advocate for cloth diapers locally. The Real Diaper Circles meet monthly helping new parents make their diapering choice, and providing support for parents already using cloth diapers.

### **Business Membership**

Business memberships support the Real Diaper Association similarly to individual memberships. Each business member is listed in the Local Resource Directory on the Real Diaper Association website. One goal of the Real Diaper Association is to bring cloth diaper into face-to-face communications, so business members are encouraged to participate in Real Diaper Circles, presenting their wares, as well as selling them.

### **Spread the Word**

A cultural shift does not happen by suggestion alone. Cultural shifts happen when people everywhere decide it is time to initiate change, then they create the atmosphere for the change to happen. The Real Diaper Association needs you to talk about cloth diapers to bring about this cultural shift.

### **How Do I Join**

To join the Real Diaper Association please visit [www.realdiaperassociation.org](http://www.realdiaperassociation.org). Right now they can only accept members through their website.

### **Contact Information**

[www.realdiaperassociation.org](http://www.realdiaperassociation.org)

[www.realdiapers.org](http://www.realdiapers.org)

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