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**FOR IMMEDIATE RELEASE:**

## **Kidorable Drops a Bomb**

Chicago (April 16, 2008) – Kidorable, a leading wholesaler of children’s apparel and accessories, dropped a huge bomb on Kamila Budz, the longest standing employee. During a routine bi-weekly company lunch, she was surprised with a three-week sabbatical for the seven years of service she has provided the company. She was brought to tears by the news, stating, “I didn’t expect this, but something this wonderful could only come from a company this great.”

Kidorable continues to explore avenues to provide its employees with feelings beyond mere contentment about their workplace. It stems from the belief that an employee’s production is a direct correlation to the attitude held about their position. Employees are encouraged to find their niche, while the company finds ways to create positions to accommodate them.

Kidorable, which is owned by a husband and wife team, provides a very social, interactive and familial atmosphere. It is not only the company-wide open door policy, but also the company lunches and social events that develop this sense of camaraderie. “Kidorable continues to provide opportunities for growth,” said Senior Project Specialist for Kidorable, Jennifer Aguirre. “The week off that we receive for Christmas isn’t bad either.”

“The company is a vehicle for personal and professional growth,” states Jonathan Domsy, Cofounder and President of Kidorable. “It’s my job to help everyone who works here be as successful as they can be within the context of Kidorable.” This philosophy of development circulates even into our products, which develop and encourage a child’s imagination.

### **About Kidorable**

With 300 million Americans who have small children, know small children, act like small children, or are themselves small children, Kidorable’s fun, practical and colorful product lines are highly sought after, increasing consumer traffic and sales for retailers. Kidorable product lines include umbrellas, raincoats, rain boots, knitwear, embroidered shirts, purses, towels, sun hats, backpacks, hangers and bookends.

Kidorable is headquartered in suburban Chicago, with distribution across the country and around the world. Consumers interested in Kidorable products may purchase them at [www.kidsrainwear.com](http://www.kidsrainwear.com), [www.yellow-turtle.com](http://www.yellow-turtle.com), and [www.tootsiesstriderite.com](http://www.tootsiesstriderite.com). Parties interested in becoming a Kidorable retailer or distributor, or anyone wanting to submit their resume may learn more at [www.Kidorable.com](http://www.Kidorable.com).

