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## FOR IMMEDIATE RELEASE

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**Don't throw the bath water out with the baby!**  
**Save 18,250 litres of water per year when you bath your baby!**

Goldbug introduces **BABY DAM™ Bathwater Barrier**, a revolutionary new water saving device that significantly reduces water consumption in your home.

**BABY DAM™** is a flexible “dam” that fits in seconds creating a water-tight seal, reducing the size of your bath so you can use less water to bathe your child, without having to use a baby bath.

**BABY DAM™** fits in any position across all standard straight sided baths and it's very easy to use: you flex it, fit it in your bath, fill the bath with water and have great fun bathing your child, whilst saving water! And less water in the bath also means **safer bathing for baby!**

In these days of climate change, water shortages and ever rising energy costs parents who are eco-conscious and who want to make an effort to save water and energy for the future of their children can now make a difference with **BABY DAM™ Bathwater Barrier**...**BABY DAM™** allows parents to still use the family bath and **save water, energy, time and money!**

*“Using **BABY DAM™ Bathwater Barrier** allows parents to save approximately 50 litres of water each time they bathe their child and since you bathe your child 365 days a year, this means that **in a year with BABY DAM™ you can save 18,250 litres of water per each child! That's quite substantial!**”* – says Alan Lotzoff, Managing Director at Goldbug/Dale Group International, exclusive distributors of **BABY DAM™ Bathwater Barrier** for Australia and New Zealand.



Launched in the UK just a few months ago, **BABY DAM™ Bathwater Barrier** has been an instant success – distribution is already in place in 36 countries – and it will be introduced in Australia and New Zealand from April 2009, where it will be available from selected baby and department stores nationwide, retailing at \$59.95.

For more information about the *BABY DAM™ Bathwater Barrier* and for stockists please contact:

Goldbug/Dale Group International

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Goldbug/Dale Group International are leaders in innovative baby and infant products, continuously developing, sourcing and introducing in the Australian and New Zealand markets new and innovative quality products in the baby and toddler categories.

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