



## THE PRESS DOUGH STORY

Press Dough was an idea derived from a mom baking Valentine's Day cookies for her autistic son's class. As she was painstakingly pressing a heart-shaped cookie cutter into the dough time after time, she thought, "There must be a better way." The cookie clipper, multiple cookie cutter, was born. Since then, Press Dough has been developed into a business designed to help all busy moms, grandmothers, teachers, animal lovers, and anyone who likes to bake.

With an all-in-one, cookie cutout solution, Press Dough has created a world where the stress of bake sales, children's party activities, or a holiday/office bake-off is simply "cut out!"

Our consumer is just like us at Press Dough; time always seems to be limited, our children (animal lovers, that means you too) are our most treasured priority, and there is a need to create traditions and memories that will last for generations. Press Dough provides for just these needs. Our cookie decorating kits help with knowing the practicality of a busy lifestyle. The Press Dough clip-on multi-cutter allows for quick baking. Our complete decorating kits are assembled with the preferences of children in mind. They come in many different themes, and provide all the essentials needed for organizing a cookie decorating activity.

Press Dough founder, Pam Walsh has a unique story. In February 2007, Pam submitted her idea of a multiple cookie cutter to an invention contest for mothers. As luck would have it, another mother submitted a similar idea and won. Loopholes in the contest contract allowed for duplicate entries. The rules stated in the event of a duplication of an idea, it was at the discretion of the contest judges to select the "inventor" they deemed more fit. Press Dough lost the contest, but is determined to give consumers the best product.

The contest served as a focus group for Pam. She focused her concept as a whole to promote convenience, provide time saving, education, and old-fashioned family values. As a result, cookie decorating kits for party activities, storybook sprinkles for education, and a dog biscuit kit were added to Press Dough's product list. Sprinkle a little bit of New England flare to Press Dough and the business started cooking.

A mother of two young children, Pam is experiencing the demands of motherhood, household organization, and financial management. With her husband by her side, a child on the spectrum for autism (see links) and a vibrant baby daughter, Pam decides to take a leap of faith. Holding a degree in business, she sees the vision when one day Press Dough will be looking for other mothers (like Pam) who might have limited time, and a desire to invest in a business without the hassles of establishing one from the ground up. For now, every day is an added decoration to the Press Dough experience.

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