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When the Outdoors are Calling, the Mama Baby Poncho Has Your Family Covered

Designed by parents for parents, the Mama Baby Poncho offers a versatile, all-weather rain jacket that helps active families explore the outdoors together.

PORTLAND, OREGON [Sept. 29, 2014] – With the holidays and the winter season approaching, [Together Gear](#) is outfitting moms, dads, kids and other outdoor enthusiasts with the only technical rain poncho designed to fit two.

Both practical and stylish, Together Gear's **Mama Baby Poncho** features a waterproof, seam-sealed, breathable membrane, a fleece-lined hood and pockets, reflective piping, and a removable baby-sized hood that also doubles as a cape for kids. Other thoughtful components include a secure pocket for valuables and thumb loops to ensure hands stay dry when steering a bicycle.



Available in three stylish colors and in a one-size-fits-most comfortable fit, this urban poncho is the perfect outer layer for the trail, the bike saddle, the bleachers, or a night on the town. And for new moms, the poncho provides convenient breastfeeding coverage and doubles as a baby blanket.

“Together Gear is improving the lives of families by helping parents and their kids explore the outdoors and maintain a healthy, active lifestyle,” says Jess Desbrow, Together Gear Founder and the creator of the Mama Baby Poncho.

Unlike other waterproof ponchos on the market, the Mama Baby Poncho is the only one that can be worn alone or can be expanded to fit a baby. Desbrow, a mother of two, invented the Mama Baby Poncho after spending one too many days wearing her husband's oversized rain jacket to stay warm during Portland's rainy season. The poncho is a culmination of two years of design and testing, which was completed with the help of both women and men braving rain, snow and sleet.

“I never leave the house without my poncho,” Desbrow says. “Whether I'm with my baby or on the way to work, I'm fearless knowing that both of us will be warm and dry – even in a downpour.”

After less than a year on the market, the Mama Baby Poncho has a diverse and loyal following. “Its comfort, durability and engineering make it an essential piece of equipment for any new parent,” says Ammi Midstokke, a gear tester for GearJunkie.com.

Mama Baby Poncho Key Features:

Waterproof, wind-resistant, breathable shell

Seam-taped

One-size fits most

Fleece-lined, fitted hood (can be worn under a bike helmet)

Fleece-lined removable baby hood and cape

Kangaroo-style, fleece-lined warmer pocket for parent's hands and baby's feet (also stashes baby hood when not in use)

Internal fleece-lined hand-warming pocket

Elastic thumb-loops for grasping handlebars



Secure zippered pocket for valuables

Generous cut allows for easy on-and-off, compatible with many types of baby carriers

180° reflective piping for being seen

About Together Gear

Together Gear makes outdoor gear designed for families with active lifestyles. Based in Portland, Oregon, Together Gear is sold in select retail stores as well as online at [TogetherGear.com](https://www.togethergear.com). The company is led by Jess Desbrow, an avid outdoorswoman and mother of two, who saw the need for practical, stylish clothing designed to keep men, women and kids comfortable and dry when facing the elements. To learn more about Together Gear and the story behind the company's innovative products, follow Together Gear on [Facebook](https://www.facebook.com/togethergear), [Twitter](https://twitter.com/togethergear), [Instagram](https://www.instagram.com/togethergear) and [Pinterest](https://www.pinterest.com/togethergear).