



GoGirl by FemMed, Inc.
11601 Minnetonka Mills Rd, Suite F
Minnetonka, MN 55305
877-GIRL-007 | info@go-girl.com

Contact: Joel Swanson
Risidall McKinney Public Relations
651-286-6774 | jswanson@risidall.com

FOR IMMEDIATE RELEASE

GOGIRL!, DON'T TAKE LIFE SITTING DOWN *New feminine hygiene product allows women to take bathroom breaks standing up*

MINNEAPOLIS — You're on the go. There is no sanitary restroom in sight... and you just can't wait. It's a common problem for women who enjoy world travel, camping and outdoor activities. Posing a solution to women's restroom debacles everywhere is GoGirl, a new product launched by FemMed, Inc., of Minnetonka, Minn., that allows women to take bathroom breaks standing up.



"Women have been faced with the challenge of unfit or nonexistent restrooms for quite some time," says Sarah Dillon, president and founder of GoGirl. "GoGirl is the perfect solution to any bathroom emergency a woman can face. For campers, there are no more soiled clothing or shoes; for travelers, there's no more worrying about what kind of bathroom you'll find or if you find one at all. Even if you just want to avoid germs in places like gas stations and shopping malls, there's a use for GoGirl in almost any situation."

Products of this kind have been available and widely used in Europe for years. Already popular in Europe, the trend has hit the U.S. including major institutions such as Texas A&M University, which has installed permanent women's urinals. GoGirl is a simple sanitary female urinary device (FUD) made from medical-grade silicone that lets women enjoy the same benefits that men do in terms of restroom availability.

GoGirl is \$6.99 for one device, is packaged to fit easily in a purse or backpack and is disposable or reusable.

Launching this spring and summer at women's expos and events across the country, GoGirl recently made appearances at the Minneapolis Women's Expo and the International Women's Show in Detroit. GoGirl is scheduled to make local introductions at upcoming events in Dallas, Denver and several other U.S. cities.

"GoGirl has been incredibly popular with women of all ages! The GoGirl comfort stations at the expos have all had long lines, and dozens of women have provided video testimonials to share their experiences with the product," Dillon says. "We've sold hundreds more product than anticipated at these shows - GoGirl's truly a hit!"

About GoGirl:

GoGirl is a female urinary device that allows women to urinate standing up, produced by FemMed, Inc., of Minnetonka, Minn. GoGirl is for the active, traveler or germ conscious woman. Economical enough to be considered disposable, but durable enough to be used again and again, GoGirl is made of germ-resistant medical-grade silicone that can be cleaned for repeated use. GoGirl is small and discreet enough to carry in pocket or purse. Visit www.go-girl.com

###