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THE MOTHER OF ALL BABY SHOWERS HOSTS FIRST-EVER VIRTUAL REALITY EVENT TO SUPPORT NEW & EXPECTING PARENTS

The Mother of All Baby Showers to host “MOABS WORLD” providing innovative medium for education and resources for parents navigating social distancing before or after baby.

Boca Raton, FL (May 19, 2020) – The nation’s largest adults-only night out for expectant and new parents, “The Mother of All Baby Showers (MOABS),” is partnering with several brands and experts in the baby and maternity industry to bring online education and connection to the next level through the first-ever Virtual Reality (VR) Pop-Up event, MOABS WORLD on May 29 at 12pm ET.

“MOABS has been producing adults-only events for expectant and new parents for over nine years, but COVID-19 has clearly thrown a wrench into our plans to educate and celebrate pregnancy and parenting in 2020. In an effort to keep people healthy and safe, while also staying connected with influential parents and parents-to-be, we are entering into new territory and have created an amazing VR experience, unlike any other,” said Amy Lundy, founder of MOABS and mother of three.

MOABS World will offer a unique experience to connect, learn and have fun, with every single aspect of the event being accessible from a personal computer; no headset is required for this virtual reality experience. At 12 PM ET, on May 29, MOABS WORLD will open to media only for one hour. The initial event will also be livestreamed on Facebook, offering a way for people to view the experience without actually being inside the event. Space is limited, so all media is being asked to register at their earliest opportunity.

The event will feature Chicco, OXO Tot, Allegheny Health Network (AHN), Simple Wishes, Florida Prepaid and LaCroix. One highlight of the VR event will be a Q&A on mental health with AHN, a distinguished leader in the postpartum mental health space. Another unique aspect to the event is all attendees will also be treated like VIPs (very important parents) and will be gifted an OXO Tot Nest Booster Seat following the event.

“This is a big time of uncertainty for new parents, especially pregnant and postpartum moms. This was supposed to be a celebratory time in their lives, and many feel that being taken away,” continued Lundy. “As a mother, and a small business owner, my philosophy is simple. Now is not the time to shut-down or give up. We need to innovate and find ways to support these parents when they need the information and encouragement most, and that is why we created MOABS WORLD, and prior to that, Project Pregnant” she continued.

During the past seven weeks MOABS has been educating its audience through Project Pregnant, an online event series featuring giveaways and digital mini-events from their exceptional brand partners and national experts. The public has had access to these educational events hosted on Facebook and Instagram, some of which have views of over 10,000. These events, as well as MOABS WORLD, are free.

For more information about attending MOABS WORLD, partnering or providing your expertise, please contact Amy Lundy at amy@smallfrysociety.com or (954) 579-5845. An official invite with registration instructions will follow via email.

About The Mother of All Baby Showers

The Mother of All Baby Showers (MOABS) is an annual adults-only one-of-a-kind experience for pregnancy, parenting and growing families to engage with organizations and companies that offer the best products, services, and expert advice for their families.