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Westmoreland

Best New Product of the Year - Local Woman is National Finalist

Aaron Barrada, Inc. of Ruffsedale was named a finalist in the "Best New Product of the Year" category for the patented portable toilet training system, PottieStickers in The 2004 Stevie Awards for Women Entrepreneurs.

The Stevie Awards for Women Entrepreneurs, is a new national awards competition recognizing the accomplishments of women small business owners in the United States.

National nominations from small companies in virtually every industry were submitted for consideration in 18 categories, including Best Entrepreneur, Best Young Entrepreneur, Best New Product of the Year and Mentor of the Year.

Aaron Barrada, Inc. is a company focused on the development and marketing of educational products dedicated to helping children learn new tasks in a manner that promotes independence and enhances self-esteem. The company introduced PottieStickers, a new patented creative toilet-training system that offers portability, structure and success.

"This is a great honor," said Aaron-Barrada. "Just to be a finalist among the caliber of women entrepreneurs is humbling. I invented PottieStickers to assist my children who were frustrated with mainstream toilet training methods. The kids loved it and the product took off. I am especially proud that 10% of every sale goes to aid cancer research, a cause that is special to my family."