

Media Release
06 February 2011

Parents Angered over Parent Pram Parking Confusion

Parents shopping with children are having to deal with other disgruntled parents over “Parents With Prams” parking misconceptions.

Mother of two and Doubleview Inventor, Lauren Angove said that parents with young children that utilised “Parents With Prams” parking could face abuse from other parent shoppers if they did not use a pram.

“There is some confusion amongst parents as to what is acceptable use of the “Parents with Prams” parking privilege,” said Mrs Angove.

“I’ve used these bays when shopping with my children even though I put my younger son straight into a trolley and did not use the pram,” she said.

“On many occasions I have coped stares and comments when either loading or unloading my car suggesting that I park elsewhere, just because I wasn’t using a pram.”

“There was a hot discussion on the topic on my Facebook page and another Perth parenting facebook page and the opinion was divided.”

Mother of four children under the age of eight Kelly, said often got dirty looks if she decided not to use the pram and use the trolley instead.

Most parents however probably do not realise that the City of Joondalup has included a clause in their public parking laws that state you can be fined \$60 if you use these bays and you do not have both a child and a pram.

Mrs Angove continues to use “Parents with Prams” parking even though she often doesn’t use the pram while shopping. She believes that “Parents with Prams” parking offer more than just a convenient parking space for parents.

“Parents with Prams” parking is often in close proximity to the shopping centre which makes it safer to get through the car park with children.

The bays are usually wider also, which allows more room to park the trolley at the side of the car to remove and place children in the car.

Wider bays also allow more room to get children in and out of the car and reduce incidents of car door damage.

Mrs Angove said she was forced to devise strategies to encourage her then two year old boy to happily and safely sit in a shopping trolley, as she struggled getting him and the trolley through the shopping centre car park safely, because her husband worked on a fly-in-fly-out basis and he was often not at home to help.

In response to her own needs she invented a new product called Trollipop which fits to a shopping trolley and organises everything both parents and children need for a happy shopping experience.

Trollipop fits easily to a supermarket trolley and has many features to help parents with children while shopping with room to store snacks and drinks, shopping lists and other small items needed. It also has a couple toys to keep them entertained and involved in the shopping experience.

A limited number of Trollipop are now at www.trollipop.com.au. Trollipop goes into full production in April 2012.

Living in Doubleview, 36 year old Lauren is a married mother of two boys aged five years and 15 months.

Ends

High resolution images and interviews and available on request.

Media Contact

Name – Lauren Angove

Phone Numbers – 0418 959 806 (m) 08 9446 6020 (h)

Email – lauren@crokidiles.com.au

Web Address – www.trollipop.com.au