

**weetravel**

BABY EQUIPMENT RENTALS

Media Kit  
2010





## ABOUT US

Wee Travel launched in Vancouver in 2004 as Canada's first baby equipment rental company. Now entering its sixth year in business, Wee Travel has offices in Toronto, Vancouver and Victoria.

Started by two sisters, Lesley and Shana Cherry, the company's mandate is to make travel for families easier, safer and less stressful. The company rents out a full range of the latest top-of-the-line baby gear, including infant and child car seats, folding cribs, pack 'n plays, strollers, highchairs, swings, bouncers, safety products and more. Diapers, wipes, and baby food are also available upon request. In keeping with its mandate, Wee Travel has recently expanded its services to include a specialty online store and a full-service vacation rental property in Vancouver. A number of additional partnerships are in the works, all geared at helping make family vacations a 'holiday' for everyone.

## OUR STORY

### **The Launch**

The idea for Wee Travel was hatched in 2004 after Lesley traveled to Vancouver with her new baby to visit family. Fortunately, she did not have to bring along any baby gear. Everything she needed was waiting at Grandma's house. Lesley wondered how anyone could possibly travel if they had to bring everything with them...and how they would survive the trip if they couldn't. Lesley joked to Shana that they should start a baby equipment rental company. Some quick research indicated nothing like this existed in Canada. With full time jobs, young babies, no business plan and no time to even think about doing one, the sisters put up a website just to see what would happen. As luck would have it, the site launched just in time for winter vacation, and the response was fantastic. A few months later, Wee Travel opened its Toronto office.

### **2006: Another Location**

Based on demand, the company opened an office in Victoria in the summer of 2006.

### **2007: More Services, More Partners**

2007 launched an online store on [weetravel.ca](http://weetravel.ca) to sell innovative yet hard-to-find products that make traveling with kids safer and easier: the Gogokidz Travelmate, CARES airplane restraint, disposable airplane seat covers, and Trunki ride-on luggage. The company also formed partnerships with various hotels and car rental companies to make carseats and baby equipment more easily accessible to travelers.

### **2009: Vancouver vacation rental property opens**

After 5 years in the business and input from hundreds of customers, the sisters opened The Modage – a fully serviced vacation rental townhouse in Vancouver's Kitsilano. The reason? So customers can enjoy the benefits of a 5 star hotel for half the price, plus the necessities a hotel cannot provide: a fully equipped kitchen, in suite laundry facilities, a yard, a full range of baby gear, and beautiful beaches and parks within walking distance. Special perks are also available, such as arriving to a fridge stocked with stapes and delicious restaurant prepared meals.



## 2010: Partnerships at Vancouver International Airport

With the new Canada Line, people traveling between the airport and downtown Vancouver have the option of taking Vancouver's rapid rail service instead of a cab. While the Canada Line makes it fast and inexpensive for travelers to get between the airport and downtown, it's not such an attractive option when you have a few kids in tow and more than a few suitcases to manage! In order to make this option more manageable for families, Wee Travel has partnered with CDS baggage services at the Vancouver International Airport. Anyone renting baby equipment from Wee Travel or staying at The Modage has the option of dropping off their luggage at a CDS baggage desk upon arrival. CDS will deliver the luggage to their accommodation later in the day for a minimal fee (\$15 for 4 bags). This will enable people to quickly and easily take the Canada Line with little more than a purse or diaper bag in hand. CDS will also pick up luggage from people and bring it back to the airport, enabling visitors to easily take the Canada Line back to the airport for departure, saving people a great deal of time and money.



## THE TEAM



Lesley is a transplant from Vancouver, which is how all this started. Eager to return to Vancouver as often as seat sales permit, Lesley made frequent trips between the two cities, always flying with only a carry-on. With a sister, a one-year old nephew, and parents willing to stock up on all the baby necessities, Lesley was able to continue to travel light once her baby was born. Making this pleasure available to everyone is Wee Travel's *raison d'être*. With a Masters' Degree in Urban Planning and 5 years as a policy planner under her belt, Lesley decided to step away from corporate culture and become a copywriter. She still freelances when time permits, and is the Travel Advice expert for [sweetmama.ca](http://sweetmama.ca). Described by her sister as a "control freak", Lesley prefers to call herself a "perfectionist". Either way, both sisters acknowledge that this trait has contributed beneficially to the high standards and level of customer service for which Wee Travel has become known. Lesley is the company's writer, webmaster and ringmaster. She now travels with one suitcase, one carry-one, and a green Trunki and toddler in tow.

Lesley Cherry  
Co-Founder; Owner, Wee Travel Toronto  
[lesley@weetravel.ca](mailto:lesley@weetravel.ca)



Shana is the practical and empathic soul of Wee Travel, and can be credited with bringing the baby equipment rental concept to fruition in Canada. With absolutely no idea of what would unfold, Shana put Wee Travel on the web, providing both a valuable service to travelers and a valuable business model to other entrepreneurs across the country. With a Masters degree in Counselling Psychology and 20 years spent providing therapy to a wonderful potpourri of individuals, Shana finds the satisfaction of solving people's luggage dilemmas a welcome balance to helping people solve more serious personal problems. Her mantra is "business is all about relationships", and as such, Shana is in charge of the company's social networking, customer service, and growth and development. A joy to all, especially her husband, Shana's moderating influence teflons the business from Lesley's more stringent ideals.

Shana Cherry  
Co-founder; Owner, Wee Travel Vancouver  
[shamac@weetravel.ca](mailto:shamac@weetravel.ca)



Jennifer is the newcomer to Wee Travel, overseeing the Victoria office since May 2009. After years traveling with a carry-on, passport and her husband, Jen found herself with a newborn baby and a dilemma: how do you fit all of the extra stuff into the aforementioned carry-on? It wasn't long before she came across Wee Travel, discovering both a solution and an opportunity. Now, Jen has the pleasure of helping numerous parents traveling to Vancouver Island, many of whom echo her original thoughts: "I'm so glad I found you!" With a background in recreational planning and media, Jen also serves as the manager of promotions and community relations for a local television station. To balance out her busy life, she spends a lot of quality time with her husband and son playing, laughing, and planning future travel adventures. Next stop: a visit to her brother in Ontario!

Jennifer Wong  
Owner, Wee Travel Victoria  
[jennifer@weetravel.ca](mailto:jennifer@weetravel.ca)



## MEDIA ACCOLADES

Wee Travel has received rave reviews from the press and the travel industry all across Canada. A complete listing of these articles can be viewed on our [website](#).

Best Travel Stroller, [April 2009](#)

Baby Abroad, [April 2009](#)

Bargainista, [April 2009](#)

Examiner.com, [December 2008](#)

Where Vancouver, [May 2008](#)

Ottawa Citizen, [December 2007](#)

sweetmama.ca, [July 2007](#)

dabbler.ca, [July 2007](#)

connectmoms.com, [July 2007](#)

The Province, [June 2007](#)

City Parent, [June 2007](#)

Child of Leisure, [May 2007](#)

The Province, [May 2007](#)

Savvy Mom, [March 2007](#)

Glow Magazine, [March/April 2007](#)

Vitamin V, [October 2006](#)

National Geographic, [October 2006](#)

The Province, [October 2006](#)

Westcoast Tot, [September 2006](#)

The Calgary Herald, [September 2006](#)

Westcoast Families, [September 2006](#)

Toronto Life, [September 2006](#)

Travel Press, [August 2006](#)

National Post, [August 2006](#)

For media inquiries in Toronto, please contact Lesley Cherry at 416.737.1622 or [lesley@weetravel.ca](mailto:lesley@weetravel.ca).

For media inquiries in Vancouver, please contact Shana Cherry at 604.222.4722 or [shanac@weetravel.ca](mailto:shanac@weetravel.ca)

For media inquiries in Victoria, please contact Jennifer Wong at 250.885.1700 or [jennifer@weetravel.ca](mailto:jennifer@weetravel.ca)

## PRESS RELEASES

### Toronto Baby Equipment Rental Agency Makes Traveling with Tots Easy

Flying with little ones this holiday season? Wee Travel Baby Equipment Rentals (Toronto, Vancouver, Victoria) makes it easy to pack light and have everything your baby needs to make your trip enjoyable

Distribution Source : ArriveNet

Date : Tuesday, November 14, 2006

Date Modified : Thursday - November 16, 2006

Toronto, ON; Vancouver BC -- (ArriveNet - Nov 14, 2006) -- Travelers to Toronto, Vancouver and Victoria will never again have to worry about bringing their baby gear on vacation, or leaving it behind. Wee Travel Inc. Baby Equipment Rentals weetravel.ca owned and operated by Toronto's Lesley Cherry and her Vancouver-based sister, Shana Cherry, makes it easy for parents to travel lighter by providing the full range of can't-live-without-it baby gear and accoutrements. In business since 2004, the sisters have almost one thousand customers to their name.

"We understand how stressful traveling can be, especially with young children. Ideally, you want to bring your child's favorite toys, you need a stroller, a car seat is mandatory, you need a place for your child to sleep, a highchair, and of course there's the diapers, wipes, baby food, and possibly formula", explains Shana. "It's simply not feasible to bring all of this with you, and it's simply not possible to do without".

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However, until now there have been few options for parents. They must either make do without the day-to-day equipment on which they so depend, bring everything with them, or borrow from friends. The latter option often results in old, dusty, sub-standard equipment that may not even meet today's safety standards.

With baggage restrictions on flights, excess baggage fees, and tighter and tighter security measures, the 'bring everything' option is becoming less and less of an option. At a minimum, every child needs a car seat, stroller, booster seat, pack 'n play, diapers, wipes, food, clothes and toys. These items cannot fit within the 2 pieces of checked luggage that are permitted.

With the launch of Wee Travel, parents no longer need to worry about what they can't bring. The company offers a full range of top-quality baby equipment, including strollers, car seats, highchairs, cribs, pack 'n plays and swings and exersaucers. They also supply diapers, wipes, and formula. The equipment is delivered anywhere within Toronto, Vancouver, Victoria, and the surrounding areas prior to a customer's arrival, and is picked-up after their departure.

All equipment is carefully selected and quality tested to meet the company's high standards and the unique needs of travelers. Equipment is safety inspected and sanitized prior to delivery, and is replaced a few times a year to ensure that customers are provided with the latest gear in new condition.

The sisters are convinced their service is essential for today's busy travelers. "Our rental equipment is nothing short of what you would want for your children", says Shana. "Anyone who has ever traveled with children understands the benefits of traveling lighter while providing their kids with the quality comforts of home".

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[Home](#) > [Aviation Poetry](#) > Wee Travel Baby Equipment offers parents a solution to Air Canada's Tough New Stroller Policy

**WEE TRAVEL BABY EQUIPMENT OFFERS PARENTS A SOLUTION TO AIR CANADA'S TOUGH NEW STROLLER POLICY**

Written by Wee Travel Baby Equipment Rentals

Tuesday, 06 November 2007

TORONTO - If you're traveling with small children and are wondering how to cope with Air Canada's new Stroller Policy, Wee Travel Inc. Baby Equipment Rentals (Toronto, Vancouver, Victoria) will rent you a device that lets you wheel your car seat (and child) through the airport and right up to your airplane seat.

The new policy requires virtually all strollers (except umbrella style) to be checked. The challenge is that umbrella strollers do not meet the needs of all travelers, particularly those traveling with infants. So, if you've checked your regular sized stroller, how do you get your baby through the airport to the gate? Where do you put the baby if you have to use the washroom, and what do you do with the child when you are retrieving your luggage from the carousel?

The answer is the gogoKidz(TM) Travelmate.

The Travelmate is a car seat attachment that allows the seat and child to be wheeled through the airport just as you'd wheel a suitcase. Not only does it make it easy to get through the airport without a stroller, it also overcomes the challenge of how to safely restrain a child on the airplane. Wee Travel Inc. (weetravel.ca) is owned and operated by Vancouver's Shana Cherry and her Toronto-based sister, Lesley Cherry. While the company has been providing top-quality baby equipment rentals since 2005, the sisters have long been searching for a product that makes it safer for small children to fly and easier for parents to tote a car seat through the airport.

"Many parents want to bring a car seat on the plane, but the sheer challenge of getting a car seat, child and luggage through the airport deters many parents from doing so", says Shana. While the new Stroller Policy makes flying with children even more complicated than before, the Travelmate makes it easier and safer for children to fly.

The Travelmate weighs only 5 lbs and can remain attached to the car seat for use on airplanes without interfering with the seat or the safety belt. While occasional travelers may find the device too expensive to purchase, Wee Travel rents it for \$25/week. That's a small price to pay for safety and convenience.

No Comments.

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### Traveling with Kids to Vancouver for the Olympics? Take the Stress Free Route

Wee Travel Baby Equipment Rentals is proud to announce two new partnerships that make it easier and less stressful for families to fly to Vancouver with small children.

Toronto, Canada, December 17, 2009 --(PR.com)-- Over the years Wee Travel has sought out new products and innovative ways to make it safer, easier and less stressful for families to fly with small children. With the following two developments, the company really has become a one-stop shop for families visiting Vancouver.

1. Wee Travel has partnered with The Modage, a beautiful furnished vacation rental in Kitsilano. After hearing their customers remark over and over again how difficult it is to stay in hotels with small children, Wee Travel decided a vacation rental property was the solution. A fully equipped kitchen, fridge, stove, laundry facilities and baby gear such as a crib, highchair, carseat, stroller and toys were all key desires of their customers. The Modage was converted to a furnished vacation rental in August 2009. It's Stunning and welcomes kids and pets. The 1300 square foot townhouse is located in one of the most desirable areas of the city, and is within walking distance to Kits beach, Granville Island and a variety of trendy shopping areas and kids parks/water parks. It comes complete with a crib and highchair if required, and a full range of baby gear can be provided for a minimal cost.

2. The second development is a partnership with CDS baggage services at the Vancouver International Airport. This will be very beneficial to families traveling to Vancouver for the Olympics. With all the road closures during the Olympics, there will be lots of traffic and therefore long cab rides to and from the airport and expensive cab fares. While the Canada Line (Vancouver's rapid rail service) makes it really quick, easy and inexpensive for travelers to get between the airport and downtown, it's not such an attractive option when you have a few kids in tow and more than a few suitcases to manage. With its partnership with CDS, anyone renting travel gear from Wee Travel or staying at The Modage, will have the option of dropping off their luggage at a CDS baggage desk upon arrival. CDS will deliver the luggage to their accommodation later in the day for a minimal fee (\$15 for 4 bags). This will enable people to take the Canada Line with little more than a purse or diaper bag in hand. CDS will also pick up luggage from people and bring it back to the airport, enabling visitors to easily take the Canada Line back to the airport for departure. CDS has baggage desks conveniently located in each of the Domestic and International terminals. For customers that are renting a car or taking a cab and need a carseat or stroller upon arrival, Wee Travel will deliver these items to the CDS counter. Customers can pick up the gear upon arrival and return it to the counter upon departure.

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### Contact Information

Wee Travel Baby Equipment Rentals  
Lesley Cherry  
416-737-1622  
[lesley@weetravel.ca](mailto:lesley@weetravel.ca)  
[www.weetravel.ca](http://www.weetravel.ca)

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