

MyConservationBaby.com: Saving the Earth One Onesie at a Time



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Press Release Summary = Fashionable meets meaningful with hip baby gifts and cool baby clothes featuring conservation-inspired messages such as Stop Global Warming, Protect the Environment and Save the Forests



Press Release Body = Fletcher, N.C.—May 4, 2007—Someone looking for the perfect gift for a hip mom or mom-to-be is sure to find one at MyConservationBaby.com. This newly-launched website offers an innovative baby gift idea – conservation-inspired messages silk screened on baby onesies, hats and toddler tee shirts. These adorable clothes are the perfect gift alternative to ducks and bunnies and pink and blue.



"Baby clothes are an ideal way to spread a conservation message such as Stop Global Warming or Protect the Environment," says Ellen McNeill. McNeill, along with her husband, Michael co-founded MyConservationBaby.com. "Our goal is to help create awareness of conservation issues and the

importance for each of us to take whatever action we can to positively impact the world around us," says Ellen McNeill.

The concept of conservation messages on baby clothes is a hit with young moms. Dee Hitchcock, who has a 14-month old son says, "What better way to heighten the awareness of global warming than by having the children who are going to be greatly affected by it be advocates for it! Besides, it's their future that is going to be ruined if we don't do something now." There are six messages to choose from: Stop Global Warming, Conserve, Protect the Environment, Save the Forests, Recycle and Re-Use and Eco-Friendly.

MyConservationBaby.com baby apparel also comes in seven styles such as green camo for boys and pink camo for girls. Organic cotton and non-organic cotton items are offered to meet the interests of all of MyConservationBaby.com's customers. A vintage-inspired tie-dyed onesie with a matching silk screened knotted cap is also offered. "It's so nice to have an alternative to the sea of baby blue in my baby's closet. I feel good about the messages the clothes convey," states Amber Cooke whose son is nine months old.

The company does its best to "walk the talk" concerning conservation too. They gift wrap purchases for a nominal fee and 100% of the gift wrap components they use are recyclable. Gift certificates are sold through a paperless system to save trees.

To balance the materials used in the production of their non-organic products the company has pledged to donate 1% of its gross annual sales to environmental organizations through membership in 1% for the Planet. 1%FTP is an alliance of more than 550 businesses which have committed a percentage of sales to non-profit environmental organizations.

Web Site = <http://www.MyConservationBaby.com>

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