

Hi-Tech Hits Home Party Circuit



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Press Release Author = **Ellen McNeill**/MyConservationBaby.com

Industry = [Consumer Services](#)

Press Release Summary = **E-parties** can replace product home parties because they eliminate the need for paper invitations and travel saving paper and gas



Press Release Body = Fletcher, N.C.—June 7, 2007—Tired of plastic ware and jewelry parties? Don't want to spend postage, clean the house, buy snacks and refreshments, get dressed up or find a

babysitter so you can have a home party? Now you can have a party and invite thousands of guests without spending a dime, renting a hall or interrupting your busy schedule. And no one has to travel to the party and waste gas. All you need is a computer.

Ellen McNeill, owner of MyConservationBaby.com, a specialty baby gift website which features baby clothes with conservation messages such as **Stop Global Warming and Protect the Environment** has quickly latched on to the **e-party** concept. "I had the idea for an **e-party** but couldn't figure out how to make sure a hostess gets credit for all of her sales since they could come in at any time. Then I came across a website that has hostesses select a day for their e-party and I knew that that was the missing piece I needed to pull the idea together," says McNeill. "What's so great about one of my **e-parties** is that a hostess can earn gifts with just about 10 minutes work in sending an e-mail or making a post on a forum or blog. **E-parties** are convenient for hostesses and guests."

The hostess is given a special discount code which entitles her invitees to 10% off their entire purchase on a given day. Then McNeill tallies up the sales and the hostess can earn free gifts from the MyConservationBaby.com website. Hostesses receive \$30 in free gifts for \$200 in sales and \$10 extra in free gifts for each increment of \$100 over \$200.

"The traditional way of holding a product home party is being replaced by a system that is totally hi-tech. It's paperless and gasless because the hostess merely send e-mail invitations with the special discount code in the e-mail. I even write the e-mail invitation. The whole process is in keeping with my conservation beliefs. I believe that **e-parties** can have a substantial impact on the environment," McNeill says. Another benefit of an **e-party** is that the hostess can literally have thousands of people "attend" her party from all over the world so there's no limit to how much she can earn in free gifts.

MyConservationBaby.com offers specialty baby apparel gifts, toys and adult tees with conservation messages. Even if a hostess doesn't have a baby in her immediate family earned gifts can be used as gifts for others for baby showers, birthdays or the holidays.

One percent of gross sales from a MyConservationBaby.com **e-party** are donated to a nonprofit environmental organization that has been approved by an environmental alliance called One Percent for the

Planet. "That means that every sale through one of my **e-parties** also contributes to saving the environment."

"My 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. An e-party will create awareness and have no negative impact on the planet because it saves paper and gas," McNeill says.

McNeill also does her best to "walk the talk" concerning conservation. She offers both organic and conventional cotton onesies and toddler tees to meet the needs of all customers. She'll also gift wrap purchases using components that are recyclable or re-useable. Gift certificates are sold through a paperless system to save trees as well.

There are six environmental messages to choose from in the [MyConservationBaby.com](http://www.MyConservationBaby.com) clothing line. They reflect important issues of global concern: **Stop Global Warming, Conserve, Protect the Environment, Save the Forests, Recycle and Re-Use and Eco-Friendly.** [MyConservationBaby.com](http://www.MyConservationBaby.com) baby apparel comes in seven styles such as green camo for boys and pink camo for girls. There's even a vintage-inspired tie-dyed onesie with a matching silk screened knotted cap.

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

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