

# MyConservationBaby.com Apparel Featured in OK! Weekly Fashion and Celebrity Magazine



Released on: October 3, 2007, 6:04 pm

Press Release Author: Ellen McNeill/[MyConservationBaby.com](http://MyConservationBaby.com)

Industry: [Apparel & Fashion](#)

## **Press Release Summary: Company's Fall baby fashions set the trend for green babies**

Press Release Body: **MyConservationBaby.com**, a Fletcher, North Carolina-based online baby gift boutique offers eye-catching designer onesies and toddler tees which sport green messages such as **Stop Global Warming** and **Protect the Environment**. The Company announces that one of its products will be featured in an upcoming issue of **OK! Weekly**, a popular fashion and celebrity magazine.



**MyConservationBaby.com** offers a wide variety of both conventional cotton and organic cotton products. One of the Company's organic cotton toddler tees will be included as part of **"Maternity and Baby Fall Fashions"** in the issue available on newsstands on **October 11, 2007**. **Ellen McNeill, founder of MyConservationBaby.com** says that the tee is already **"flying off the shelves."** In addition to buying the tee for gifts, many customers are also adding the tee, available in 2T, 4T and 6T, to their gift order and buying it for their own baby. The tee is also available in sage green and maroon with the message to **Stop Global Warming**. Slate grey and black toddler tees are also available in conventional cotton with the

messages to **Conserve, Protect the Environment and Stop Global Warming**.

*"Parents are starting to go green and they want their babies to reflect their new values,"* says McNeill. *"They've discovered our organic cotton onesies and toddler tees and just love the styles and colors."* The Company's clothes are creative and they are setting the trend of putting green messages on baby clothes.

Since its launch in May 2007, **MyConservationBaby.com** has made a name for itself. Its baby clothes are so distinctive that they've been featured on **ABC** and the syndicated **NBC "Daytime" show**. They have also been included in celebrity gift bags, highlighted on **Clever Parents TV**, and mentioned on more than 40 blogs.

All purchases from **MyConservationBaby.com** also help the environment. The company donates 1% of its gross proceeds to a nonprofit environmental organization approved by **One Percent for the Planet**.

**McNeill writes a column for CleverParents.com and is listed in the 26th Ed., 2007 Yearbook of Experts as an expert on conservation for kids.**

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

**Contact Details: Ellen McNeill  
69 Shadow Ridge Drive  
Fletcher, NC 28732 USA  
828.681.9688 (Office)  
828.681.9690 (Fax)  
info@MyConservationBaby.com**