

# Baby Talk Takes on New Meaning With Green Messages



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Industry: [Apparel & Fashion](#)

**Press Release Summary: Onesies and toddler tees are billboards for values and comments a parent or gift giver wants to share. Now there's an alternative to cartoon characters and negative statements.**



Press Release Body: Fletcher, NC— As gift givers have grown tired of giving pink, blue, yellow and green baby gifts the search has been on for gifts that are hip yet practical for the new mom or mom-to-be.

Enter **MyConservationBaby.com**, a Fletcher, North Carolina-based online baby gift boutique. **MyConservationBaby.com** offers attention-grabbing designer onesies and toddler tees with green messages such as Stop Global Warming, Save the Forests and Protect the Environment.



*"I've had so many gift givers say how thankful they are that they heard about my website. They all wanted a gift that would acknowledge such a special occasion but they wanted an alternative to the usual gifts like gift baskets, diaper cakes and mass-produced baby outfits,"* says **Ellen McNeill, founder of the Company**. *"While all these gifts have their place, a gift from **MyConservationBaby.com** is something unexpected and different."* The Company's clothes are creative and they have introduced a new form of **"baby talk"** by transforming baby clothes into positive statement pieces.

Most gift givers take time to search out something truly unique that the new mom or mom-to-be will not see coming and going. "The fact that the gift can help a baby make a difference to its own future is just icing on the cake as far as my customers are concerned."

Since its launch in May 2007, **MyConservationBaby.com** has made a name for itself. Its baby clothes are so distinctive that they were featured on ABC. The clothes will soon be at the heart of a segment on the syndicated NBC "Daytime" show and included in an upcoming

green special. They have also been highlighted on Clever Parents TV, mentioned on more than 40 blogs, and were the focus of a front page story in a local newspaper in McNeill's home town.

The unique clothes were also selected to be gifted to 50 celebrities in the "**Green and Glitzy**" celebrity gift bag at a recent Grammy Foundation event. Quincy Jones, Gloria Estefan and James Ingram are just a few of the celebrities who were gifted.

**MyConservationBaby.com** also helps the environment in other ways. It is a proud member of One Percent for the Planet, an alliance of more than 550 organizations which have committed to donating 1% of their gross proceeds to a nonprofit environmental organization approved by 1%FTP.

McNeill is listed in the 26th Ed., 2007 Yearbook of Experts as an expert on conservation for kids. She also writes a column for an information-packed website for parents, [CleverParents.com](http://www.CleverParents.com).

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

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