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**TOP BABY AND BACK TO SCHOOL PRODUCTS FOR PRESS ONLY
MARCH 17th FROM 2-6 PM @
VICEROY HOTEL**

(Los Angeles, CA, March 15, 2010) – On March 17, 2010 from 2 to 6 pm at the Viceroy Hotel in Los Angeles, a new recession busting PR tool called Consumer Product Events (www.ConsumerProductEvents.com) will showcase Baby and Back to School gear for the Los Angeles press who are gathering content for their reporting. “Baby/Back to School Gear” is one of the Consumer Product Events that are planned throughout each year where only 30 products are introduced to 40-70 reporters. Consumer Product Events was developed to save marketers the costs of a year-long PR retainer and to help reporters gather all the products and interviews they need for their annual news cycles.

Consumer Product Events premiered in Los Angeles in 2009 with the wildly successful “Holiday Gift Guide Gear” event in June, followed by “Beauty,” “Valentine’s Day,” “Nutrition and Fitness,” “Mother’s and Father’s Day Gifts,” “Wedding” and “Tech Gear,” and “Home” events.

The Baby and Back to School exhibitors include:

Aden + Anais – Used by celebrities on their growing stars to-be, these luxurious, comfortable swaddling cloths and baby hooded towels are made with baby’s comfort in mind, but designed for moms. (adenandanais.com)

Blue Hallon - Features apparel, plush, and accessories from environmentally friendly and organic materials. The ScareGuards plush line was created to help children through the night when monsters are lurking under the bed. (bluehallon.com).

DaddyScrubs – Medical scrubs, clothes and accessories quoting “I’m the Daddy” for proud fathers of any age. (daddyscrubs.com)

Danzo Baby – A smart solution to the typical diaper bag, Danzo created a bag with clear pockets so you’ll always know what’s in the bag. (danzobaby.com)

Dr RobinTM for Kids – Developed by Beverly Hills based dermatologist, Dr. Robin Schaffran, Dr RobinTM for Kids is a chemical free SPF 30+ sunscreen without irritating chemicals, parabens or fragrance. (drrobin.md)

GarageCo Toys, Inc. – Award-winning extreme sports documentary producer Bob Ellis introduces the Yo Baby, a sports toy that trains today's kids to be tomorrow's athletes. (garagecotoys.com)

Kathy Kaehler's Schoolhouse Gummies – Celebrity trainer and spokesperson Kathy Kaehler's gummy vitamins contain the benefits of over 12 fruits and vegetables. (kathykaehler.net)

Kids II, Inc – Distributor and marketer of nearly 100 products under its Bright Starts™ brand name, Kids II also holds the license to design and manufacture products for Baby Einstein™. (kidsii.com)

Knott's Berry Farm – With over 165 rides, shows and attractions, Knott's Berry Farm just opened their newest coaster, Pony Express, which promises a horseback relay at speeds never imagined in the Old West! (knottsberryfarm.com)

KooDooZ - Designed to cultivate young social entrepreneurs, the KooDooZ Steering Program offers kids online cause and social impact challenges with partner educators, profit-for-purpose experts and nonprofit leaders. (koodooz.com)

Lady Fortunes – The exclusive treat of the 2007 Emmy Awards, Lady Fortunes are customized, delectable edibles loved by Johnny Depp, Jessica Alba, and Patrick Dempsey. (ladyfortunes.com)

Land's End – One of the world's largest retailers of casual and tailored clothing for women, men, children and infants around the world, all Land's End merchandise is guaranteed. (landsend.com)

L.L. Bean Kids – Founded in 1912, this company has since generated yearly sales of over \$1.5 billion with products for every age aimed at conquering the outdoors in comfort and style. (llbean.com)

Mabel's Labels – Featured in Baby Couture Magazine and numerous issues of Today's Parent, Mabel's Labels creates fashionable and customizable labels that help solve the problem of lost items by kids. (mabel.ca)

Miracle Blanket – Beloved by medical professionals and moms, the Miracle Blanket uses breathable fabric and a simple design that is the only true swaddling blanket to help baby to sleep. (miracleblanket.com)

Monkey Design – An imaginative reinvention of the postcard, Monkey Design's papercraft model postcards amuse recipients while it's folded to one of its 130 different shapes. (monkeydesignusa.com)

My Brest Friend – The #1 choice of lactation consultants, birthing units and 1 million moms in 20 countries, My Brest Friend's patented wrap-around design holds the weight of baby while breast feeding. (mybrestfriend.com).

NUK – "American Baby's" Product of the Year winner seven years in a row, NUK Genius pacifiers and other products provide babies with a strong start to ensure healthy oral development. (nuk-usa.com)

Purebaby – An Australian, super luxe organic baby clothing line, Purebaby was born out of a desire for beautiful and simple products made with awareness and care. (purebaby.com.au)

Smartipants – Smarter than your average diaper, Smartipants cloth diapers are an environmentally and economically friendly solution to wasteful disposable diapers. (smartipants.com)

Teres Kids – American-made, high quality, organic clothes specially designed for kids. (tereskids.com)

Your Baby Can Read! – A revolutionary product to develop language learning in infants and toddlers, Your Baby Can Read enhances learning and prepares children to better perform in school. (yourbabycanread.com)

Yubo – Yubo lunch boxes' durable design and customizable faceplates have parents everywhere, including celebrity parents such as actress Kristy Swanson, toting this eco-friendly product for their kids. (getyubo.com)

"I created these events to help reporters source great products and meet the entrepreneurs behind them at one time and in one place," said Consumer Product Event's founder, Alyson Dutch. "For products, there isn't anywhere in the US where one would find all these reporters at once and no publicist who would ever give away their contacts, but that's what we do!"

Consumer Product Events (www.consumerproductevents.com) connects consumer-packaged goods with the press who are looking to report about them. Created by a PR veteran whose clients have included everything from Champagne Mumm to Mrs. Fields Cookies and the Swatch Boardercross Tour to red carpet events with Elton John, Sting and Michael Douglas -- we know how to get the media's attention. The series of events showcase consumer products to the press who are actively searching for content exactly at the time they need it. Consumer Product Events gets product into the hands of multitudes of targeted magazine, newspaper, TV, radio and online reporters. Showcasing product with Consumer Product Events can save more than 95% of a yearlong PR budget. The most highly targeted PR investment available, our events cover over 15 industry categories and expose product to the most influential reporters in just one day.

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