



## **National contest aims to uncover Canada's best-ever blankie**

*Share inspiring stories in search of the country's most-cherished blanket*

TORONTO, Ont., November 3, 2008 – Canada's most-cherished blanket may be the one tucked securely under your toddler's arm while being dragged everywhere they go.

Keepsakes like these are the fabric that holds generations together. That's why BlueBlankie.com is launching a national contest to find Canada's best-ever blankie – as chosen by you. "We are looking for parents to share inspiring stories behind the much-loved baby blankets in your families," says Tanya Petruk, owner of BlueBlankie.com, an online Canadian baby and toddler boutique. "We want to know whether these treasures have been handed down from previous generations, the places where your children's blankies have been, the outrageous things you have done to find lost blankies that your little ones just can't live or sleep without, and more."

The contest kicked off on **November 1, 2008** and runs until **March 15, 2009**.

Participants are required to submit a 100- to 250-word essay explaining why they believe they have Canada's best-ever blankie. Blue Blankie will award the writer of the winning entry \$1,000 to be used towards an RESP for their child's education.

### **You choose the winner**

The winner of Canada's best-ever blankie contest will be chosen by the number of votes each entry receives. So, it's up to participants to share their story with as many people as possible to increase their odds of winning. Voting is done online at [www.blueblankie.com](http://www.blueblankie.com).

### **Share the warmth**

It's not just about finding Canada's best-ever blankie, Petruk wants to help pass on the warmth of these stories by donating one blanket from her own plush and snuggly baby blanket line for every 25 entries she receives to help keep babies in need cozy. Blankets will be donated to the Children's Miracle Network to distribute to Canadian children's hospitals.

"At Blue Blankie, we encourage Canadians to share the details of this unique contest with family members, friends and co-workers, and inspire hundreds of entries across the country, in the spirit of warmth," she says.

### **The inspiration behind Blue Blankie**

Petruk's company name, Blue Blankie, was born out of the powerful story of her husband's birth. Handed over to foster parents at just two weeks of age who gave him a cozy blue blanket, her husband was later adopted. The blue blankie stayed with him and became a sentimental source of comfort and security. Over the years, that blankie has been lovingly guarded and affectionately handed down to their first daughter whose bond with it has been so strong that Petruk has had to mend it on many occasions.

Just like this one, there are thousands of inspiring stories behind treasured baby blankets across the country and Blue Blankie wants to uncover them in a fun and challenging way. For complete contest details, including rules and regulations visit [www.blueblankie.com](http://www.blueblankie.com).

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### **About Blue Blankie**

Established in 2005, Blue Blankie is a Canadian online baby and toddler boutique that offers fabulous finds for your little bundle. As a mom to three young kids, Blue Blankie owner Tanya Petruk constantly researches innovative new and organic products to bring Canadians the best baby and toddler finds at affordable prices. Only products that offer superior quality and meet the highest safety standards are available through BlueBlankie.com. Shop online conveniently for all of the latest baby and toddler care essentials that top every parent's must-have list at [www.blueblankie.com](http://www.blueblankie.com).

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