



Good shower etiquette – think you have it?

TORONTO, Ont., April 13, 2009 – Spring has finally sprung and brought with it plenty of showers for thousands of expecting moms across the country. But when it comes to having good baby shower etiquette – how much do we really know?

Spring's arrival doesn't just mean that it's time to get out your puddle jumpers; it also means you will likely get a handful of invitations to celebrate the little bundles of joy about to make their debut. Last year, more than 364,000 babies were born across the country, up from about 357,000 in 2007, according to Statistics Canada. "Despite a lagging economy, Canadians are still willing to splurge on baby gifts," says Tanya Petruk, owner of BlueBlankie.com, an online baby and toddler boutique.

A big shower or a little sprinkle

While showers to mark the arrival of a second or third baby used to be taboo, these so-called "sprinkles" are now gaining popularity. But just how lavish should the affair be? First baby showers are typically more extravagant and may include family, friends, co-workers, and neighbours; however, sprinkles for subsequent babies often include just family and close friends.

So what's behind the shift to sprinkles? Every baby's coming arrival deserves a celebration, regardless of their birth order. What's more, moms expecting again may have all the big baby care items they need, but some new clothing is a must if baby is the opposite sex, or just to spruce up the pile of hand-me-downs their little bundle is about to inherit. "Keepsake items are also important treasures to welcome each baby such as special blankets or cuddly plush," says Petruk. "Replenishing the essentials including bath care products for baby also make great sprinkle gifts," she adds.

Top Baby Gift Picks for 2009

Whether it's an elegant baby shower or a casual sprinkle, saying "yes" to an invite can be just as stressful as finding the perfect gift. Shopping for expectant moms can be completely overwhelming – whether you already have kids or not. So take the stress out of navigating those big-box baby aisles and opt to shop via an online baby retailer for a gift that mom will truly appreciate for baby.

Today's trend-savvy and eco-conscious new moms are seeking products that deliver high quality and convenience while being truly safe for baby. To help find the just the right shower or sprinkle gift, BlueBlankie.com has developed a list of the **Top Baby Gift Picks for 2009:**

- Cuddly plush made by Jellycat and BlaBla handknits come in a variety of adorable animals to choose from;
- Cozy baby blankets such as the Satsuma Bamboo Swaddler Blanket and ultra-soft Robbie Adrian Organic Cotton Blankets are an inviting treat for baby;
- The luxurious Bizoux Bizoux Minky Dimple or Print Bath Robe offers up a snuggly transition from bath to bedtime;
- Available in a variety of fun patterns and bright colours, BabyLegs Legwarmers are adorable and perfect for spring outings;
- Oopsy Daisy Baby's line of bath care products including rinse-free shampoo are guaranteed to keep baby happy at bath time;
- Keep baby feeling secure and snuggly with Kaloo plush, sleeping bags and booties; and
- Hand-painted wooden rocking chairs, horses, tables and toy boxes make great heirloom gifts for baby.

Baby shower etiquette 101

Once you accept a shower invitation and find the perfect gift, considering the following tips to ensure an enjoyable time for you and the mom-to-be.

- Do lend your support by offering to help out with a few errands, prepare a meal, or spend an afternoon taking care of the baby or an older sibling so that mom can take a break, once the baby arrives.
- Do show your enthusiasm when participating in those time-honoured, yet sometimes embarrassing baby shower games.
- Don't insist that your method is the best way to feed, bathe, diaper or otherwise care for the baby.
- Don't criticize the mom-to-be for her baby care methods – we all do what works best for us.
- Don't make any negative comments about the baby's name if the mom-to-be decides to share it with shower guests.
- Finally, enjoy. After all, you're helping to celebrate a new life!

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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.

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