



## Save A Bundle On Your Bundle Of Joy

(NAPSA)—The next time you or someone you care for is about to have a little addition to the family, a few helpful hints may prevent a lot of subtraction from the family budget.

After all, parents spend on average about \$14,000 during their baby's first year, making baby products a \$9.8 billion industry in the U.S. annually.

### Helpful Hints

Raising a baby doesn't come cheap, but there are plenty of ways to save. These money-saving tips from Sandra Gordon, one of the nation's leading baby products experts and author of the new book "Save a Bundle: 50+ Ways to Save Big on Baby Gear," can help make the difference:

- **Shop Midweek**—Often, the best deals on baby gear are available during the week because retailers want to generate consumer traffic.

- **Join the Club**—Get on the e-mail list of your favorite baby stores and keep your eyes peeled for notices about in-store sale events or online-only promotions. Also, sign up on manufacturers' websites for coupons.

- **Make a List**—As with grocery shopping, write down what you really need and stick to your list. Impulse buys on stuff you really don't need can wipe out your savings.

- **Learn to Share**—Ask friends if their kids have outgrown anything and consider con-



**Small children can mean big expenses—but smart shopping can help.**

signment shops and yard sales.

- **Shop Store Brands**—While breast milk is best, for moms who choose to formula-feed or want to supplement breast milk with formula, store-brand infant formula can be a great option. Store-brand formulas, such as Walmart's Parent's Choice and Target's Up & Up, are nutritionally equivalent to the name-brand formulas yet cost up to 50 percent less. This can help parents save up to \$600 a year.

### Learn More

For more information about store-brand formula, you can visit [www.storebrandformula.com](http://www.storebrandformula.com). For other money-saving tips, visit [www.babyproductsmom.com](http://www.babyproductsmom.com).