



# BABY

# facts & fancies

## New Web Site Lets Expectant Parents Design, Register And Shop

(NAPSA)—Thanks to a new baby Web site, many parents-to-be, their friends and families are singing a familiar tune—“Hello, Dolly.”

That’s because the site, found at [www.dolly.com](http://www.dolly.com), offers many of the things new and expectant parents are looking for to brighten up their babies’ lives. In addition to nursery decorating ideas, the site provides exclusive product lines, an “Interactive Design Center” and direct links to national baby/retail stores and their registries where specific products are sold.

The Web site describes itself as “a group of moms and dads, expectant moms and dads, grandmothers and grandfathers dedicated to developing new products that make your baby’s world exactly what you want it to be,” and that’s what families find when they go online, and take a ride through the exciting process of designing the baby’s nursery. Items found on the site include:

- Nursery bedding
- Wall art/borders
- Room décor
- Lamps
- Musical mobiles
- Bottle bags/snack totes
- Diaper bags
- Gift sets
- Infant toys



**Parents-to-be and new families now have a new place to design, register and shop online.**

All of these items are available in such themes as Disney Baby, Baby Looney Tunes, Boyds Bears, Cathy Heck Studio, EvenFlo, Fisher Price, Little Suzy’s Zoo, Mommy & Me and Osh Kosh.

At the “Interactive Design Center,” visitors can design their baby’s nursery as well as design and e-mail shower invitations and birth announcements. The “Nursery Designer” allows for a variety of nursery themes to be chosen and applied to the virtual nursery walls and furniture. Floor, wall and furniture color selection can be decided on and the entire room e-mailed and/or saved for future viewing.

Other features include: “Nursery of the Month,” where a monthly winner is awarded and featured; “Close Out Specials,” highlighting overstocked and discontinued items at sale prices; and “Coming Soon,” which lets visitors know where and when new items can be found in the marketplace.

In addition to the abundant selection of baby items, parents-to-be can feel good about purchasing Dolly products at the indicated retailers because of Dolly’s ongoing commitment to charitable causes. The company has been a supporter of Kids In Distressed Situations (KIDS) since its adoption as the official charity of the Juvenile Products Manufacturers Association. Dolly is one of the industry’s largest contributors of children’s products to KIDS. In addition, the company contributes to several new mother support programs and women’s shelters.

Over the past 75 years, Dolly Inc. has become a leading manufacturer of licensed bedding, nursery accessories, diaper bags and interactive toys aimed to help stimulate and entertain the newborn baby. To learn more, visit [www.dolly.com/NAPS](http://www.dolly.com/NAPS).