

Baby Joy Gifts Offers Personalized Gifts Baskets for New Babies, Parents and Siblings

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Lichfield, UK -- Feb. 24, 2006 — Baby Joy Gifts is excited to announce its innovative, personalized line of gift baskets and gift sets to help parents celebrate the birth of their new babies. Shoppers can choose from an assortment of beautiful baskets in pinks, blues and neutrals or customize a basket to create a truly unique present. Each basket can be personalized with a thoughtful message and delivered directly to the home of the proud parents or to their workplace for a special presentation.

“We differentiate ourselves from other baby gift companies by offering a wide range of high quality new baby gift baskets and gift sets that are easy to select and personalize, leaving you feeling confident that your gift will delight the new parents,” said Natalie Benton, founder and CEO of Baby Joy Ltd.

Items from Baby Joy Gifts are also different because they’re created mostly from high-quality, environmentally-friendly products. “Our new baby gift baskets have been made using only the finest natural renewable resource materials filled with products that are organic and natural wherever possible,” Benton explained. “These are complemented by our organic cotton towels and gift sets comprising natural ingredients and recyclable packaging.”

The wide array of products available from Baby Joy Gifts gives family, friends and corporate customers a broad selection of gifts to commemorate the birth of a new baby. There are creative gift baskets for boys, girls and even multiple births. “All are beautifully wrapped and delivered with care, creating a truly memorable experience to celebrate this special occasion,” Benton said.

The product line at Baby Joy Gifts goes well beyond simply presents for newborns. Unlike other baby gift companies, it offers items that the entire family can enjoy receiving. The selection features several baskets to make moms and dads feel special, all available with a fine bottle of champagne. New brother and sister gifts also are available to involve siblings in the celebration. Children’s gift sets include bath time items, fun clocks, teddy bears and other toys. There are also personalized fine China gifts made in the UK and handmade keepsake boxes to hold cherished mementos like the baby’s hospital wristband.

Baby Joy Gifts fills a void in the gifts industry, according to Benton. A NNEB nursery nurse, she saw a need for complete new baby gifts following the rapid growth in new moms returning to work after having a baby. “The Internet provided the perfect vehicle to reach customers that can order any time of day or night and from anywhere in the world,” she said.

Baby Joy Gifts is a proud supporter of Baby Lifeline, a registered charity for mothers and babies. Baby Joy are participating in the charity’s fundraiser “The Little Peoples GREAT BIG PARTY”

For pricing, descriptions and other product information, visit www.babyjoygifts.co.uk. Or contact Natalie Benton directly at 0800 013 7030 or natalie@babyjoygifts.co.uk.

[You can find this press release here](#)