

**For Immediate Release:**

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## **Birth and Baby Fair Offers a Wealth of Birth and Pregnancy Resources**

As conscious and health focused as the Bay Area can be, sometimes it's difficult to navigate through all the area's resources. New and expecting parents looking for natural, community focused birthing options might be a bit overwhelmed as they search for assistance during their baby's critical first years.

That's what makes the **Maternity Xchange 2009 San Francisco Spring Birth and Baby Fair**, which takes place **May 3, 2009 at Fort Mason Center in San Francisco**, such a unique and relevant event. Now in its 7th season, **the fair offers a chance for families to sample a wide array of healthy services, stock up on baby equipment and interact with leaders in the local birthing community.**

**Tickets for the event are \$5 per person or 2 for \$8 with complimentary & discount tickets available at sponsor & exhibitor locations, including Natural Resources on Valencia & 25th and AAA branch locations throughout San Francisco.**

There will be plenty of refreshments on site and chances to win prizes and goody bags for the first 250 families through the doors.

The fair is made possible through the generous support of community businesses. **Natural Resources**, San Francisco's independently owned pregnancy, childbirth and early parenting center has been a key supporter throughout the fair's growth. And sponsorships from **Lori Paladino Photography, The Bump, AAA and Vita Vie Financial Planning** have been crucial to the fair's overall success.

### **Your One Stop Baby Shop**

With **two exhibition halls and over 150 vendors** offering everything from **funky maternity fashions and "mommy pampering" sessions to baby sign language and home birthing tips**, the Birth and Baby Fair is a unique event, even among San Francisco's myriad of colorful festivals and parties.

"The fair provides an invaluable opportunity to meet local professionals including doulas, massage therapists, nutritionists, and trainers while shopping with talented creators of maternity clothing and baby accessories" says **Bobbi Williams, founder of Maternity Xchange-the popular "mobile maternity boutique" that offers new & consignment maternity wear at up to 75% off retail.**

Think of the Birth and Baby Fair as a one stop shop for information and valuable connections in the local birthing community. **Last year over 750 people visited the fair to shop and take part in the experience.**

Visitors can expect a welcoming atmosphere and are invited to bring any questions or issues they've been facing. Maternity Xchange's Bernadette Dee assures there will be tons of experts on site to offer helpful suggestions. "There's a really supportive, knowledgeable community of people who are willing and very able to help you" she explains.

## Community First

When Williams held the 1st Birth and Baby Fair in San Francisco's Sports Basement almost 4 years ago, she didn't think it would blossom into the area's premier prenatal event.

However since then the event has seen phenomenal growth, due to both the quality of the services and because of Maternity Xchange's strong community focus. **The organizers work closely with independent merchants and organizations and when possible partner with small businesses instead of larger chains.** They've also worked hard to keep prices low for vendors and attendees while favoring sponsors with local ties.

"It's our goal to harness our community's resources first and make sure the money generated goes back into the local economy" says Williams, an Alameda resident, longtime Bay Area Businesswoman and graduate of San Francisco's innovative **Women's Initiative Business Program**. "You can see the impact this has and feel the community's appreciation."

## High Fashion for Stylish Mommies

Each season the fair sees an increase in more specialized, high quality merchants like **Oakland's Bao Bei Maternity**, which offers stylish and functional maternity wear and **New York's Pure T**, specializing in non-traditional, "sumptuous" designs for the pre and post natal fashionista.

Companies like Bao Bei-the brainchild of licensed physical therapist and new mom Suzanne Koval-exemplify the type of vendors the Birth and Baby Fair showcases: forward thinking designers and professionals who understand the value of sustainability and community connections.

So if you've just had a baby or are expecting a little love bundle in the near future, mark your calendar for May 3. You don't want to miss this!

### **San Francisco Birth & Baby Fair Spring 2009**

Sunday, May 3rd

10am to 3pm

\$5-8

Fort Mason

99 Marina Blvd, San Francisco, CA 94123

415-867-7519

[www.birthandbabyfair.com](http://www.birthandbabyfair.com)

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*\*We encourage the press and media to contact us beforehand for pre-show coverage. All media and press also receive complementary entry to the event by presenting either a business card, letter of assignment or proof of publication.*

## **Possible Story Angles:**

### **Conscious shopping for the modern mommy**

Having a baby, while a joyous experience, can also prove to be a trying time for mothers. Especially those seeking an alternative to lengthy hospital stays and western medicine. Maternity Xchange is a locally owned, woman run company that provides low cost, high value fashions to women during their pregnancy. By partnering with small business and independent professionals, the company has forged strong ties in the local birthing community and the Birth and Baby Fair has become the go-to event for expecting families searching for healthy, innovative ways to care for their young ones.

The company's innovative business model of a "mobile maternity boutique," combined with large scale seasonal sales has proved to be an ingenious way to keep costs low and maximize customer values.

### **I doula, do you?**

For women in need of guidance and support during their pregnancy, doulas have become popular prenatal companions. These highly trained women are skilled in various massage, relaxation and aromatherapy techniques and attend to the comfort needs of the expecting mother while she's in the hospital. In addition to emotional and physical support, birth doulas work as advocates of their client's wishes and may assist in communicating with medical staff to obtain information their clients need to make informed decisions regarding medical procedures. The Birth and Baby Fair will feature an informative workshop on the role of doulas in the birth cycle.

### **Sign Language. It's not just for the hearing impaired**

Quickly gaining in popularity among more forward thinking mom's and families, Baby Sign Language offers an innovative and creative way to jump start your child's learning. Bill White has a Degree in Psychobiology from University of California, Santa Cruz and is a baby sign language instructor for Kaiser Permanente, Sutter Health, JFCS Parents Place in San Mateo, DayOne Center, Babies And Moms, Mission College in Santa Clara. He'll be leading a workshop and providing information on this highly effective form of communication.

## **About Maternity Xchange**

Founded in November 2004 Maternity Xchange is a Mobile Maternity Shop selling discounted brand-name and designer maternity clothing throughout the San Francisco Bay Area. We carry a great selection of new and consignment merchandise, everything from Gap and Mimi Maternity to Pea in the Pod and Diane von Furstenberg. At our sales you'll find lines like Japanese Weekend, Olian, Seven for all Mankind, Juliet Dream, Chaiken, A-Wish, 2Chix, Earl Jeans and many more at 40-70% off retail prices.

Our sales staff and partners believe in elevating your pregnancy to the height of style, health & well-being. We also believe that the bay area has a valuable community of support & resources for new & expecting parents and we hope to make as many services available as possible to educate & help women enjoy their pregnancy.

With current sales scheduled in Marin, San Francisco, Walnut Creek, Berkeley & Burlingame, we help make stylish, brand-name maternity apparel accessible to everyone..."because you're losing your waist, not your taste!" Check our <http://maternityxchange.com> for more information.