



CELEB PARENTS WOWED BY NEW NATIVE BABY CARRIERS

Since becoming the exclusive baby carrier participant in BopStarBaby BabyMakes3 celebrity parent gift baskets, New Native, Inc. has earned enthusiastic praise from a large number of celebrity parents who are fans of the New Native Baby Carrier.

Established in 1992, New Native believes a healthy world begins with healthy parenting and positive family dynamics. The company understands the importance of human contact and a loving presence in a developing child's life, and so provides a means of deeper connection to the newborn by way of the New Native Baby Carrier. The carrier is worn over one shoulder and the opposite hip. Baby can be placed in front, side or back. Ideal for discreet nursing, the New Native Baby Carrier is made from 100 percent cotton, organic cotton and silk fabrics with no buckles, padding or metal rings.

After receiving her carrier, Sharon Stone called to order additional carriers in navy, black and khaki. Most recently, after receiving a BopStarBaby basket, the rep for Golden Globe winning actress Keri Russell ("Felicity") contacted New Native for additional carriers for Russell and husband, Shane Dreary. Ms. Russell was so thrilled with the carriers that she wrote to New Native founder Nancy Main, stating at the outset of her note, "We love your sling. "First of all," Russell elaborated, "it's very user friendly--no buckles or straps--just off and on. Our baby loves to be in the sling. I wear him for a good portion of the day in it. And especially living in New York City, where you walk so much, the sling comes in very handy. He naps in it, comes to restaurants with us in it and is also able to be close up against me while still being able to look out at the world- being able to see and be stimulated by his surroundings but in a cozy familiar protected cocoon within the sling. "So- thank you. We love it! And Shane wears his too!" Keri Russell was pictured in the October/08th issue of *OK Magazine* with son River in a New Native Baby Carrier.

In a heavily circulated photo of Brad Pitt and Angelina Jolie in New Orleans, their baby Shiloh is comfortably up against dad's chest in a black New Native Baby Carrier. A black carrier was included in the BopStarBaby BabyMakes3 gift baskets sent to the couple upon Shiloh's birth. Additional celebrities spotted wearing New Native baby carriers include Brooke Shields, Carrie Ann Moss, Rachel Weisz, Kate Hudson and Cindy Crawford. Cindy was actually the first celebrity mom to embrace New Native and demonstrated the carrier during an appearance on "Good Morning America."

As part of the BabyMakes3 gift baskets, New Native includes carriers for both parents, an instructional DVD and a coupon for an infant support pillow to use with the carriers. Among the celebrities that have redeemed their coupons: Kristen/Kevin Richardson (Backstreet Boys), Jillian/Patrick Dempsey, Annabeth Gish and Holly Marie Combs ("Charmed").

In a flurry of thank you notes to BopStarBaby for the gift baskets, special mention was made of the New Native carriers by Mark-Paul Gosselaar (of "NYPD Blue" fame), Country singer Josh Turner, Country superstar Brad Paisley and his wife Kimberly (who describe their New Native Baby Carrier as "...a lifesaver"), and Natalie Hanson, wife of musician Taylor Hanson, who exclaimed: "I especially like the New Native carrier. River is so content in there!"

For Big Brother and Big Sister baskets, BopStarBaby includes the New Native children's toy/doll sling. Karen Elson, wife of musician Jack White (White Stripes/Raconteurs), commented that big sister "loves the New Native children's sling as she can hold her baby while mama holds hers."

Time tested since 1992, New Native Baby Carriers are often copied, but never duplicated. New Native helps parents to wear their baby at a height that works for them. Its non-adjustable parent sizes have nothing that could break or come undone. (No rings, buckles, snaps, Velcro or ties.) Fabrics are selected for strength, durability, comfort and style, and contain no synthetic Lycra stretch-they neither stretch nor lose their shape, and are extremely durable- parents often comment that the carrier has been used from their first through their third child!

Of note, New Native is right in step with the "green" movement, using environmentally friendly organic cotton, as well as energy and water saving business practices. This ecological stewardship has spurred The Monterey Bay Area Green Business Program to certify New Native as a green business.

New Native is also on the vanguard of social responsibility. All New Native products are made in the USA by workers paid with fair wages. The company makes substantial donations to community outreach and social justice organizations. In addition, New Native sponsors a not for profit "Friends of Bonding" program that promotes contact carrying in low income families with cost-reduced New Native Baby Carriers. Of course, donated and reduced-cost products are still subject to the company's rigorous standards of inspection.

"Our design has proven so effective that many companies have tried to copy our success," says Nancy Main, who adds: "Most copies do not meet our quality standards."

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Media Notes:

A copy of Keri Russell's thank you note to New Native is available for viewing at www.NewNativeBaby.com in the celebrity section on the website.

High resolution tif images of the New Native Baby Carrier is available at www.BopStarBaby.com, Press Pass section; User ID: mla-ok, Password: mla-ok