

Press release

## **New gift list service for expectant mums**

September 23, 2008, London - [Urbanmummy](#), a website specialising in French designer nursery accessories, has launched a gift list registry allowing expectant mothers to choose the gifts they would like to receive for their baby. New mothers are normally inundated with gifts for their newborns, but often end up with baby clothes that are too small, duplicates or things not to their taste, resulting in them having to exchange gifts with a newborn in tow.

The Urbanmummy registry functions exactly the same way as a wedding gift list. Expectant mothers shop on line, convert their shopping carts into gift lists and then send the link to friends and family. Shoppers then choose from the list, proceed to check-out and Urbanmummy takes care of the rest.

“As thoughtful as friends might be, some gifts just aren’t going to be right. Unwanted gifts are a huge waste of money and aren’t great for the environment. By opting for our gift registry service, mums only get what they need. Life is made easier for both the shopper and the receiver,” says Mona Urbain, founder of Urbanmummy.

Urbanmummy offers a wide selection of items in all price ranges. From original oil paintings to toy chests, to porcelain dinner sets and organic bodysuits, the selection is varied.

For more information visit [www.urbanmummy.co.uk](http://www.urbanmummy.co.uk) or contact Mona on 07790 973 550.

You can download high-res images from [www.picandmiximages.co.uk/urbanmummy](http://www.picandmiximages.co.uk/urbanmummy)