

For Immediate Release

BABYSLING.COM LAUNCHES ITS NEW ONLINE STORE
Opening Its Doors with a Product Donation for Needy Mothers

BabySling.com, a leading provider of organic baby carriers, back pack carriers, maya wraps, and more, has launched its online store by donating 40 of its popular baby slings to No Mother Left Behind (also known as NMLB), a non-profit agency dedicated to giving slings to new mothers who can't afford them.

BabySling.com is powered by Microshops.com (<http://microshops.com/>) - creators of a collection of online specialty stores. MicroShops stores apply customer-specific information, including product preferences and individual/specific shopping and purchasing habit information, to place items – from baby carriers to dog beds, child safety products to belt buckles – at the fingertips of a particular customer group, in this case, new mothers. Using highly targeted marketing campaigns and email promotions that encourage repeat business, these stores ensure a satisfying shop and purchase experience for users.

BabySling.com (<http://babysling.com/>) combines a wide selection of baby carriers with an unparalleled product selection, competitive pricing, proven ecommerce practices, and a fierce dedication to customer satisfaction before, during, and after product purchase. Featuring comprehensive product information, and a truly intuitive user interface for hassle-free shopping, BabySling.com helps new active mothers make informed purchase decisions that ensure satisfaction.

Working together as a quartet with other Microshops sites, including *babycarrier.com*, a blog devoted to baby carrier and sling news and tips, *babycarriers.com*, a store focused on structured carriers and slings, and *babybackpackcarrier.com*, a store focused on baby carriers for the active parent, the addition of BabySling.com constitutes a very useful network of “babywearing” products, apparel and information for new, active parents.

No Mother Left Behind - <http://www.nomotherleftbehind.com/> - operates its non-profit organization via a single motto – “Every Mother Deserves a Baby Sling, Whether She can afford one or not!” NMLB was founded by Mary Finch (who has since stepped aside) when she joined a program with name brand clothing for breastfeeding mothers, which were then donated to needy mothers. Since 2006, NMLB's owner, Andrea Gilliland, has conducted a variety of raffles, fundraisers and other donation initiatives geared toward helping needy mothers. “We here at NMLB strongly believe that the benefits of babywearing need to be available for ALL women, regardless of their financial situation. We accept slings from individuals and businesses, and redistribute them to mothers who are in need of assistance.”

If you have a comment or question, or would like more information about NMLB's services, please contact ...