

# **1,000 Infant Snowsuits Needed**

## **- Basically Babies Snowsuit Stack-Up March 4 to March 21-**

*Edmonton, AB, February 2, 2010* – Basically Babies, a local Edmonton charity is seeking assistance from the public in collecting 1,000 infant snowsuits. All donated snowsuits will subsequently be used to help disadvantaged families with newborn babies in Edmonton.

The Snowsuit Stack-Up will run from Thursday, March 4<sup>th</sup> until Sunday, March 21<sup>st</sup>. Donations of new and gently used snowsuits (sized 0 to 24 months) can be made at Capilano Mall, Sherwood Park Mall, Southgate Centre, Londonderry Mall, Mill Woods Town Centre, Kingsway Mall, Sweet Momma Day Spa, and the Basically Babies office.

Basically Babies has been assembling and distributing baby wardrobes for 16 years. Snowsuits are a crucial item included in these wardrobes.

In preparing their “layettes”, volunteers sort donations of new and gently used baby clothing, toys, blankets, and other items. All pieces are laundered, ironed, and assembled into beautiful colour-coordinated baskets containing a full year’s wardrobe for an infant born to a needy family in Edmonton and surrounding areas.

Last year, Basically Babies outfitted 432 babies with complete wardrobes, receiving requests from approximately 60 health care, non-profit, and charitable agencies. Due to the growing need, the organization anticipates filling between 500-600 layette requests this year.

Executive Director, Theresa Jantzen Reed explains, “Snowsuits are a necessary item for Edmonton winters. All of our winter layettes contain 2 snowsuits which add up quickly when we’re producing more than 500 layettes a year.”

Founder and President, Shannon Stewart states that, “Our desire is to communicate love, hope, dignity and the worth of every life, in the way that our wardrobes are prepared and assembled. This donation drive gives the community a green opportunity to re-use baby clothes while helping someone in need.”

The charity relies entirely on financial donations, grants, and supply donations. The retail value of each layette is estimated at \$1,100.

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For more information or to schedule an interview, please contact Theresa Jantzen Reed:

Basically Babies

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