

FOR IMMEDIATE RELEASE
February 2 2014
Santa Monica, CA 90403

CONTACT: Amy Boatwright
Tel: 310-403-3384

Backstage Bag Luxury Celebrity Baby Swag Given To A-List Celebrity Moms

Backstage Bag Celebrity Baby Baskets gifted to Drew Barrymore, Olivia Wilde, Gwen Stefani, Kerry Washington, Kelly Clarkson, Ginnifer Goodwin, Jennifer Love Hewitt, Soleil Moon Frye, Kendra Wilkinson and Kristin Cavallari.



Feb. 2, 2014 - BEVERLY HILLS, Calif. -- Hollywood's hottest celebrity moms get to indulge in gifts to celebrate their new bundles of joy. Backstage Bag, the leader in celebrity baby baskets for Hollywood's elite parents gifted Drew Barrymore, Olivia Wilde, Gwen Stefani, Kerry Washington, Kelly Clarkson, Ginnifer Goodwin, Jennifer Love Hewitt, Soleil Moon Frye, Kendra Wilkinson and Kristin Cavallari a massive baby basket full of luxurious goodies. From high-tech state of the art strollers to baby cashmere to sunglasses for babies this basket will be a welcome surprise, even for a mom who has everything.

Backstage Bag has chosen an amazing array of sponsor companies to be a part of this exclusive celebrity gifting opportunity. Included in the January 2014 edition Backstage Bag Celebrity Baby Basket are:

Mamas and Papas - UK-based retailer and manufacturer supplying fabulous prams, pushchairs, baby products, furniture and maternity wear fit for any celebrity mom.

Johnson & Johnson - Health care products for *baby care*, skin and hair care, oral care, nutritionals, pain relief, wound care, and more

Beautifully Disney - Captivate your mind with Beautifully Disney, a new collection of cosmetics and beauty products exclusive to Disney Parks

Playskool - Award-winning, internationally respected toy manufacturer that creates toys that embrace the "learning through play" philosophy.

Vera Bradley - The leader in fashionable, colorful, cotton quilted handbags, accessories, luggage, and paper and gift items for women of every age.

Kahulale'a repurposes vintage Hawaiian wear into modern day accessories. Timeless fashion with a story to tell is reborn, and invites you to create new stories of your own

Iobella - Iobella is an innovative Los Angeles body-shaping health spa exclusively for women that provide customized programs to help trim and define your figure

Walgreens - America's online pharmacy serving your needs for prescriptions, health & wellness products, health information and photo services

Lucky Jade - Lucky Jade offers a full collection of layette, clothing, and gift items made with soft luxurious fibers in both cashmere/cotton and pima cotton collections.

Skinstore.com- Skinstore.com gave a canvas tote bag filled natural mom and baby skin care products from brands including Juara, Sundari, Mustela, First Aid Beauty and June Jacobs. SkinStore.com carries over 300 brands and 9,000 skin care and beauty products for men and women. For more on the gift bag, click here.: <http://www.skinstore.com/celebrity-baby-bag.aspx>

LeTarte - Maui based luxury swim and resort wear brand spreading ALOHA all over the world one bikini at a time.

Skin Resort Fashion - A resort wear and kaftan line with a modern blend of east and west, made with luxurious fabrics and hand sewn embellishments sourced from around the world.

First Aid Beauty - Highly effective yet luxurious products that treat everyday beauty and skincare challenges and are safe even for the most sensitive skin types.

Mustela - Offering a complete range of specially formulated skincare to best address the changes in the delicate skin of newborns, babies, children, mothers-to-be and new mothers.

Sundari - A distinctive collection of anti-aging skincare products created from the purest ingredients and rarest essences distilled from nature, SUNDARI blends modern science for immediate results with botanicals known through ancient wisdom.

June Jacobs - Committed to producing the highest quality, luxury spa products, using the highest quality, natural ingredients. A natural botanical skincare line, June Jacobs Spa Collection formulas do not include parabens, preservatives, synthetic dyes, or sulfates and are mostly petrochemical and fragrance-free when possible

Juara - Utilizing active botanicals, JUARA combines time-honored recipes for skin health and well-being with the best in modern technology and innovation to deliver efficacious and elegant treatments of the highest quality

Sugar Brand - Sugar is recognized for its youthful brand image of sweet, sassy and sporty contemporary footwear and cosmetics

BabyPlus - The BabyPlus Prenatal Education System is a set of sound lessons meant to be played for a prenatal child. The patented BabyPlus lessons strengthen earliest learning capabilities. As your baby begins to recognize the difference between the simple rhythmic sounds of BabyPlus and the similar natural rhythms of the maternal heartbeat, learning begins

Sebamed - Sebamed soap-free clinical skin care products have been developed to simplify the skin care regimen of the most sensitive of skins by supporting your skin's natural healing ability and maintaining an ideal pH level of 5.5. Sebamed products work to not only heal, but protect your skin from harmful environmental ailments.

Lifeway foods - One of the largest manufacturers of Kefir in the United States, bringing the delicious taste and probiotic health benefits of Kefir to a whole new generation. Lifeway is here to provide the best in probiotic and nutritious foods and improve the health of their customers.

Dr Healing/Nasal Cleanse - Nasal irrigation systems to relieve sinus symptoms associated with colds & allergies.

Shoe Shinez - Unique and fun shoe embellishments for everyone.

Little Pim - Teach your child a new foreign language with *Little Pim*®, the award-winning language learning DVD series for kids, babies, and toddlers.

Red Head Photography - Preserve your babies moments in a photo shoot with one of the most highly sought after baby photographers in the US.

CPC Designs - Fine made, beautiful and unique clothing for girls and boys including a signature line of dresses that you can personalize by choosing a fabric, ribbon color, and monogram or embroidery design.

Pennymeade - Classically-styled children's clothing offering luxury and comfort, style and practicality, timeless design and quality construction.

Prospects Shoes - Designed for performance walkers, Prospects has found a niche in the walking-specific footwear category offering Power, Trail and Sports walking shoes that utilize Move Frame technology.

Hygeia baby - State of the art breast pumps and breastfeeding accessories helping moms meet their breastfeeding goals.

Owesley Blankets - Colorful *blanket* boutique featuring handmade super soft *blankets* for babies, toddlers and

children in trendy prints.

SkinAgain - Using the most effective, healthy ingredients and systems for skin care products that are revolutionary, creating powerful skin care formulations for anti-aging, stretchmark's, scars, acne, dermatitis, waxing and more.

Sons + Daughters Eyewear - Kid's *sunglasses* so slick parents will be wishing they came in big head sizes.

Nuturme - The first and only family of certified-organic, dried fruit and veggie meals and snacks created for children 4 months to 4 years.

PackIt - The one and only freezable cooler that keeps food and drinks cold for up to 10 hours—no ice packs needed!

Cashmere Boutique - The premier online store for cashmere scarves, cashmere sweaters, cashmere robes, cashmere baby blankets and more.

Healthy Mama - A complete brand of over-the-counter remedies to provide pregnant and nursing women with the safest* solutions to their common pregnancy ailments.

Bindya NY - Must-have tie-dyed cashmere scarves, gauzy shawls and gorgeous wraps featuring hand painted designs and heavy sequined embellishments.

Center for Nutritional Research - To inform and educate people about the highly positive, broad-spectrum benefits of bovine colostrum

AmalouSkin - full line of maternity-conscious face care products created to address complexion issues during pregnancy and beyond

To be a part of a future Backstage Bag Celebrity Baby gifting opportunity, please contact amy@backstagebag.com