



[Back to Due for the next generation of baby blankets](#)

Due for the next generation of baby blankets

April 05, 2010

Hope Kamin

It was just a matter of time.

Ellaine Feferman, a.k.a. The Baby Blanket Lady, has been waiting for the day that someone who received one of her custom-made creations as a baby had a baby.

That day arrived March 6, 2010 when Kayla Shelly gave birth to Max Leon Reid.

It was Shelly's mother Janet who made the connection when she read an article in the *Star* last May that profiled Feferman and her 25-year business www.thebabyblanketlady.com of making personalized cotton baby blankets.

Her blankets the article noted have been treasured by their recipients throughout their young lives — snuggled, clutched, toted to camp, stuffed into knapsacks by world travellers, packed off to university and later moved from apartment to apartment.

Janet recognized the blanket in the picture as the same kind Kayla received as a gift when she was born in August 1985. The article ended with Feferman talking about waiting to hear about the next generation.

Shelly, 24, of Mississauga, contacted Feferman after she learned she was pregnant.

"I was actually shocked," says the St. Catharines area-based Feferman, of hearing that someone recognized the blanket in the newspaper photo after all those years.

"For her to take the time to tell me what a major role the blanket had played in her life and that she wanted that same experience for her baby, I was really wowed by it," says the former art teacher.

Feferman doesn't know for sure if Max Leon Reid, born to Kayla and her husband James Reid, is the first second-generation baby blanket recipient. But over the years, she has kept in touch with many of the more than 6,000 blanket babies and has heard stories about their journeys, blankets in tow.

As far as she knows, Kayla is the first.

Marking this milestone has provided a great deal of gratification, says Feferman.

"What greater compliment for my work could there be than for someone who grew up loving the blanket to want their child to have the same thing?"



Ellaine Feferman, the baby Blanket Lady, is swaddling her second generation of babies in her home-made creations. Mom Kayla Shelly was given a Feferman blanket when she was born 23 years ago, and now friends bought one for her newborn son Max.

VINCE TALOTTA/TORONTO STAR