



## Press Release

**For Immediate release/embargoed until**

### **Newport gets new Eco Family Shop**

From (insert date), mums and dads in Shropshire will have a fabulous new choice of eco parenting products at the new TreeHugger Mums store, 101 High Street Newport. The new shop is the perfect destination for anyone who wants cloth nappies and baby carriers. It offers a great range of natural toiletries too. Pop in between xx and y January for exciting opening week offers and events.

TreeHugger Mums is an established family firm which has been online since 2002. Sally Akins of Newport started the site when she was looking for more information about natural parenting and cloth nappies. Together with husband Mark, Sally created a site full of articles and information at [www.treehuggermums.co.uk](http://www.treehuggermums.co.uk), and, as it grew in popularity, also started selling cloth nappies and baby carriers. She is thrilled to be opening her first store.

*Sally Akins says, "The TreeHugger Mums shop gives everyone easy access to natural parenting products. You can check out nappies and baby carriers before you buy, and get face to face advice. A lot of the products we sell aren't widely available on the high street, so our new shop will make life easier for parents in Shropshire who want to use real nappies or carry their baby, as well as those who have been inspired to follow the continuum concept by Channel 4's programme, Bringing Up Baby."*

TreeHugger Mums also sells breastfeeding accessories from Lansinoh, along with eco-menstrual products and the Natracare range of eco-friendly tampons and sanitary towels. And if you're looking for a gift for a new baby, take a look at the range of Daisy Roots Shoes or Fairtrade Dolls

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*Notes to Editors*

*1. For media enquiries contact: email [press@treehuggermums.co.uk](mailto:press@treehuggermums.co.uk) mobile 07950 768672*

*2. TreeHugger Mums, 91A High Street, Newport, Shropshire, TF10 7AY Tel: email : [www.treehuggermums.co.uk](http://www.treehuggermums.co.uk)*

*2. About Sally Akins: Founder of TreeHugger Mums Sally, 32, has lived in Shropshire since she was a small child, and moved to Newport in 2001. Before starting TreeHugger Mums Sally in sales for a software development company, where she met husband Mark. Sally and Mark have three sons.*