



Press release

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Calin Bleu's Birthday Celebrations

It's Calin Bleu's second birthday this summer and the sling company has an exciting ranges of freebies, competitions and offers for mums, dads and kids. Download a **Free Saver** with images of mums and babies – you little one will love to watch the images too. Calin Blue Cool Wraps are ideal for summer use, and you get a **Free Bag** with every sling ordered this summer. Keep the kids busy with **Calin Bleu colouring sheets** to download. Children can colour and send in their work, and the best ones will feature on the Calin Bleu website

You also have the chance to **win a sling** with competitions running throughout the summer months. Come up with **your sweetest memories of carrying your child** in May/June or tell us "**something I wish I'd known before becoming a parent**", in July. In August, Calin Bleu wants your **holiday snaps of you and your baby** in their sling. There is **a small prize for every entry published** in all this summers competitions. See www.calinbleu.com for full competition details

Visit the website to read the winners in the **[1001 reasons to carry your baby](#)** competition. Mums from across the UK and Europe have shared funny and heartwarming reasons why they carry their babies. Read a selection below or go to www.calinbleu.com for more.

1. It's a great way to **work out with your baby** on long walks. [Sarah](#)
2. I can get things done easier with both my **hands free**. [Carla, Pembrokeshire](#)
3. It really **lifts the baby blues**. [Brenda, Blyth](#)
4. It is like the **nurturing** he received when he was in my womb. [Carole, Herts](#)
5. To make them feel **safe and loved**. [Tracy, Gwent](#)
6. Held aloft by my side, **she sees the world as I see it**. [Esther](#)
7. I want to make the most of **being close while they are young** because it won't be long before I'm just carrying them financially. [Julie, Peterborough](#)
8. I can sing to her, cuddle her, play with her, feel her warmth, her heart beating, **feel at one together**. [Julie, Surrey](#)
9. There is no better way to **soothe a fussy child** and make her sleep than rocking her in the sling while I tend to the laundry, vacuum, or make dinner. [Karin](#)
10. Because I can **smell my little darling's hair** and cover him in kisses. [J., Luton](#)
11. It is **faster than making them walk**. [Vicky, Doncaster](#)
12. **I can take my child everywhere** I like without being restrained by a stroller and pathways and weather. [Anna](#)

To find out more, go to www.calinbleu.com or call 0845 862 0073, Mon - Fri 10am - 4pm.

##Ends##

Notes to editors

1. *For media enquiries, call Antonia on 07900580668, or email press@calinbleu.com*
2. *Go to www.calinbleu.com/press.php for hi res images and more.*
3. *Offer applies to all orders for adult slings on the Calin Bleu website from June 1st to July 31st or until stocks run out. Slings start from £36.50*
4. *The story of Calin Bleu: Calin is the French word for hug. Calin Bleu - Blue Hug – is the result of one woman's search for a great way to carry babies and toddlers. Anne Dhir couldn't find a comfortable sling for her baby daughter, Odaline. Anne says, "I loved carrying her, but my back was always aching, although she was still small." Anne researched fabrics and designs, and came up with the perfect combination. Starting small, Anne made wraps for friend's babies. Soon, people were stopping her in the street to ask about the wraps. Anne says, "I was even asked to sell the wrap I was wearing. This made me really confident that my wraps would appeal to parents looking for a safe and comfortable sling to carry their children". The website was the next step, making Calin Bleu baby carriers available across Europe. Calin Bleu was founded in 2005. The company is based in Scotland, supported by a fantastic team of retailers across Europe.*