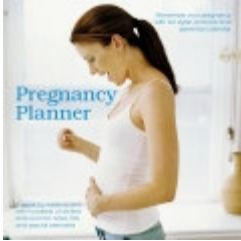


# PRESS RELEASE

For immediate release  
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## Pregnancy Planner, for every mum to be



Your pregnancy is such an exciting time - a real voyage of discovery...

Whether this is your first or fifth child, the NEW Organised Mum Pregnancy Planner (£10.99) will help you organise and remember your pregnancy. It's practical as well as a keepsake – record vital appointments, trips to see friends and all the things you'll need to remember throughout the year.

But it's not all humdrum – we've included space for remembering the special moments as well as day-to-day events to look back on.

Stickers are included to highlight your regular check-ups and hospital appointments, as well as photo corners so you can see your body change over the nine months. There's even a handy pocket at the back of the calendar so that you have somewhere safe to keep important paperwork and extra photos.

And once the baby has arrived, **why not buy Baby's First Year**. It's a practical calendar, which starts any month of the year, and has stickers to highlight events like baby's first steps. The perfect gift for every new mum, just £10.99

Organised Mum products are available from [www.organisedmum.co.uk](http://www.organisedmum.co.uk) or call **0845 644 7507**. They are also stocked in stores across the UK.

*Ends*

*Notes to Editors:*

1. Check out [www.press.organised-mum.co.uk](http://www.press.organised-mum.co.uk) for high res images and more information.
2. Press enquiries should be addressed to Antonia Chitty. [press@organised-mum.co.uk](mailto:press@organised-mum.co.uk) or call Antonia on 02078207768 or 07900580668.
3. The products are in the following stores, plus many more local outlets:
  - John Lewis nationwide
  - Calendar Club nationwide

- Great Little Trading mail order
  - Blooming Marvellous mail order
  - Calendar Club online
4. *Organised Mum, Tel: 0845 644 7507 Unit 6, Berwick Courtyard, Berwick St. Leonard, Salisbury SP3 5UA*
  5. *"Organised Mum" is a range of beautiful, yet hugely practical stationery. For women running busy homes, standard calendars and diaries simply don't have enough space and its about time that women had organisational tools designed for them rather than making do with office diaries with pretty covers or calendars with next to no space. The Company was started by Sarah Sadler, a mum to two young girls who just found it impossible to organise her days. "With the constant demands of the children, remembering important events such as taxing the car became so difficult". Her answer was to write everything down but she just couldn't find products that would accommodate her busy life. The range has grown over the three years since the Company was started and now includes seven main products as well as stickers and other accessories to personalise stationery further.*