



Lots to See at The Chicago Market's Living and Giving Show

Monday, January 18th 2010



Folkmanis - Polar Bear

The Chicago Market's Living and Giving Show, January 21st – 27th, is set to showcase the latest in children's fashion and innovative children's products. The show will also feature a variety of free seminars on current business topics ranging from strategies for growth to incorporating Fair Trade products in retail. In anticipation of a great show, The Giggle Guide™ would like to shine the limelight on products from **Folkmanis**, **Bitty Block**, **Sophie the Giraffe**, and **Lifefactory**.

The Chicago Market seminars:

- **Think and Grow Big: Strategies for Business Growth**
by Elizabeth Gardner, the director of Women's Business Development Center
- **Great Products, Tremendous Impact: Introduction to Fair Trade for Buyers and Retailers**
by Carmen K. Iezzi, the executive director of the Fair Trade Federation
- **Pairing New-to-Market Exhibitors with Buyers**
by Speed Networking Seminar

- **The Subtle Art of Managing Your Customers with New Marketing Strategies**
by Jo Anne Stone-Geier, author and marketing and branding expert.

Folkmanis Helps Tell the Best Tales



Folkmanis – Dragon

Storytelling has always been important to the development of children’s imaginations. Beyond stimulating their creative thought process, it can help teach some important moral lessons early on. Of course, stories are always more entertaining with a compelling reader and visuals that help bring these “tales as old as time” back to life.

To make the experience more engaging, **Folkmanis** offers hand and finger puppets including a collection of characters from popular fairy tales — princesses, princes, kings, queen, fairies, animals and fiddlers. Of course no fairy tale is complete without villains, so Folkmanis also offers a cast of witches, dragons and gargoyles as well as a variety of children’s storybooks.

To see the wide assortment of quality puppets, visit www.folkmanis.com

Bitty Block Says it All



Bitty Block

Bitty Block pendants are all the rage for young girls, and the young-at-heart, with their sassy yet feminine designs. Bitty Block's dedication to promote a sustainable environment and love for childhood board games can be seen through its use of reclaimed Scrabble tiles and Dominoes transformed into pendants and charms.

These tiny works of art are the brainchild of Charlene DeFrees, the founder of **Little Bugs Boutique**. Based in Southern Pennsylvania, Little Bugs Boutique has been creating funky and hip children's and women's jewelry for over 18 years. Each piece is designed and created utilizing the finest materials from the U.S. and different parts of the world.

Bitty Block is just one of the collections for Little Bugs Boutique's wide array of fashion jewelry and accessories. The Bitty Block pendants come in practically every color and will match any season or mood. Collect the holiday-inspired Bitty Block pendants for Easter, Halloween, Thanksgiving, Winter, Christmas, Valentines, St. Patrick's Day and Fourth of July.

For more information visit, www.bittyblock.com

Sophie the Giraffe Stimulates Baby's Senses



Sophie the Giraffe

Nearly 50 years since the first **Sophie the Giraffe** was created by Monsieur Rampeau, the modern day version remains a favorite of young infants and mothers alike. Sophie has been a phenomenal success since it hit the stores because not only does it amuse infants, it also promotes development by stimulating their senses. The vivid contrast and soft squeak stimulate eyes and ears.

Babies put anything they grab into their mouths, but mothers need not worry about Sophie since it is made of 100% natural rubber and food paint which makes it ideal for the sore gums of teething babies. Sophie's texture is likened to a mother's soft skin and it helps to stimulate the infant's physiological and emotional responses, which helps foster security. The soothing and distinctive scent of natural Hevea rubber will teach infants to remember the various smells of different objects. Infants can surely single out Sophie from their other toys due to its unique scent.

For more information, visit www.sophiegiraffeusa.com

Lifefactory Bottles & Teethers: Safe. Simple. Smart.



Lifefactory introduces the latest technology in baby bottles and teethers made of clinically proven baby-safe silicone. Eco-friendliness is not just a trend, it has become a moving cause for people with healthy-living lifestyles. Lifefactory founders, Pam Marcus and Daren Joy, support the cause. Pam Marcus is a pediatric physical therapist and a feeding specialist. With years of experience in infant development, she used her extensive knowledge on the special feeding needs of infants to help create Lifefactory. Daren Joy is a talented interactive designer who determines how various object designs affect physical and emotional senses. In designing Lifefactory's bottles and teethers, he applies this principle to infuse sophistication into the products.

Lifefactory products are proven to be free of harmful toxins such as bisphenol-A (BPA), phthalates, and polyvinyl chloride (PVC). The bottles are made from glass with a removable, brightly-colored silicone sleeve, which can be boiled or placed in the dishwasher. The nipple is made of non-toxic and latex-free silicone. The ring, plug and cap are made of FDA-approved plastic which are safe for baby's use.

For more information, visit www.lifefactory.com

Let The Giggle Guide™ know what products you like best at The Chicago Market's Living and Giving Show.