

# Budding Family



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FOR IMMEDIATE RELEASE

## KID SISTER/KID BROTHER-ON-THE-WAY CARDS A UNIQUE NEW TOOL FOR PARENTS AND CHILDREN

### Sib-on-the-way Cards



(September 4, 2007) Cracking the code of sibling transition is at a new level with a series of Kid Sister- and Kid Brother-On-The-Way keepsake cards that provide a unique, forward-thinking approach to getting only-children ready for a new baby *and* a new role in the family. (Budding Family, 2008. \$3.75 single card/\$19.50 6-pack.)

The easy-to-personalize photo cards offer two potential uses: one for expectant parents and another for expectant siblings. Parents can use them with their own child as a fun, creative way to deliver the news about a pending new addition and begin explaining the meaning of being a Big Sister/Big Brother. Only-children, starring in their new role of Sibling-to-be, can use the cards to announce the family news far and wide (or just across the street). Sharing the excitement with loved ones during mom's pregnancy allows a child to gain confidence to embrace his/her coming new role in the family.

"These sibling cards are an innovative new tool," says nationally renowned psychologist Dr. Susan Bartell. "Allowing your child to participate in the excitement is a loving way to guide him through this life-changing transition."

The bright colored 5" x 7" tri-fold cards include a red and white "Hurry up! Open it!" sticker for the outer envelope. In addition, these distinctive keepsake cards fit into standard 5"x7" picture frames for easy display and lasting memories.

This expands the award-winning line of keepsake albums for siblings-to-be *Look Who's Going To Be A Big Sister/Big Brother*. (Budding Family, 2004). The cards will be available in January, 2008.

For more information, visit us at the ABC Show booth 6022 or [www.buddingfamily.com](http://www.buddingfamily.com).