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New Online Store For Sweet Peas and Polka Dots Baby Birth Announcements

Sweet Peas and Polka Dots enthusiastically expands the online selection of specialty birth announcements with the exciting launch of www.sweetpeasandpolkadots.com. The complete Sweet Peas baby stationery line offers two skin tones for baby and includes an option for twins.

Chicago, IL, August 2007 – Where can new parents shop online for birth announcements that include options for babies of color and twins? The answer is only 29 clicks of the keyboard away, at an up-and-coming address in the online fine stationery market, www.sweetpeasandpolkadots.com. Sweet Peas and Polka Dots, designer of the exclusive Sweet Peas line of high-end birth announcements and baby thank you cards, further expands product availability with the launch of its online store.

“I first noticed the conservative selection of birth announcements for specialty markets when I began designing baby stationery for friends and family,” says Mary Sain, artist and owner of Sweet Peas and Polka Dots. “I spent time browsing in stores for inspiration and reference, and it surprised me that an urban market like downtown Chicago had only a few options for babies of color and twins. So when I started my business, I focused on including as many specialty markets as possible. Shopping for birth announcements should be a fun experience, not the search for the Holy Grail! By offering diverse options for all Sweet Peas designs, I hope to help make this a reality for as many new parents as possible.”

The namesake Sweet Peas line offers 22 unique designs that range from broad themes such as urban plaid, contemporary polka dot and art deco-inspired to specific themes such as baseball, ballet, golf, sailing, violin and electric guitar. Especially designed with daddies-to-be in mind, the Sweet Peas football theme design boasts over 60 team color combinations. “We thrive on creating one-of-a-kind baby cards that celebrate both new babies and the spirit of the people that love them,” says Mary.

Sweet Peas and Polka Dots donates 5% of all profits to St. Jude Children’s Hospital.

About www.sweetpeasandpolkadots.com:

The www.sweetpeasandpolkadots.com web site is the online store for the Sweet Peas and Polka Dots baby stationery line, which debuted at the 2006 National Stationery Show in New York. The owner, Mary Sain, has over 22 years of experience in the graphic design industry, with expertise in the areas of event design and photo retouching. Aiming to become a notable presence in the online fine stationery market, www.sweetpeasandpolkadots.com plans monthly new product launches through December 2008.