

Welcome to our new arrival: Woolworths Baby and Toddler Club

Tuesday 6 March, 2012: Woolworths is proud to announce the arrival of a new and innovative addition to our family – the Woolworths Baby and Toddler Club.

The Woolworths Baby and Toddler Club is an exciting website and online community that offers Australian parents expert information and advice, inspiration and support as well as exclusive offers on their baby and toddler essentials.

Tjeerd Jegen, Woolworths Director of Supermarkets, said “We researched what parents want and found they would like a one-stop source of online information and advice that they could trust.

“In response, the Woolworths Baby and Toddler Club will provide the best online expert information, support, understanding and advice to parents for every stage of the journey – from conception through to parenthood.

“More than 77 per cent of first-time mums turned to the internet for advice. Topping mums’ concerns (44 per cent) was their child’s nutrition and advice on preparing fresh and healthy food. Woolworths are the Fresh Food People with 25 years experience and we can provide this in abundance.

“The website will have more than 120 recipes with new content added every month as well as video cooking tutorials and information on child nutrition. We’ve recruited Kim McCosker of Four Ingredients to give advice to help parents with tips to save time and money in the kitchen and Emma Sutherland, the Naturopathic Expert from Eat Yourself Sexy.

“Woolworths Baby and Toddler Club members can get exclusive offers as well as competitions, freebies and samples. Our launch supplier partners are Playgro, Heinz, Unicharm, Johnson & Johnson, Nutricia and Bonds and they will be central to our great value offerings to members,” Mr Jegen said.

Officiating at the launch today was media personality, Catriona Rowntree, who said “Being a busy mum of two and balancing a career, I would have loved to have had access to such a valuable resource while we planned our first baby and in those first life changing months of being a new parent.

“The Woolworths Baby and Toddler Club is more than a website – I like to think of it as an online mothers’ group, but for dads too! It offers Australian mums and dads a hugely supportive online environment and community which celebrates parenthood – the biggest everyday reward of all,” Ms Rowntree said.

The Woolworths Baby and Toddler Club is linked to the Woolworths Everyday Rewards program. To register, existing Everyday Rewards members can link their current card to the Woolworths Baby and Toddler Club by visiting www.woolworthsbabyandtoddlerclub.com.au <<http://www.woolworthsbabyandtoddlerclub.com.au>> . New members will need to register with Everyday Rewards before joining the Woolworths Baby and Toddler Club.

Other experts regularly contributing to the website include Dr. Ginni Mansberg (doctor, journalist, mother); Mark Livingstone (Deputy Medical Director, Genea, formerly Sydney IVF); and Sascha Hutt (graphic designer, mother of two, blogger). The site is edited by Donna Armstrong.

For more information or interview requests, please contact Kirstin Wallace at DEC PR on 02 8014 5033 or the Woolworths Press Office on 02 8885 1033.

NOTES TO EDITORS: The website is at <https://woolworthsbabyandtoddlerclub.com.au/>. The Woolworths Baby and Toddler Club survey was conducted by Mouths of Mums in February 2012 and polled 423 first-time mums.