

Equibaby™ Makes Equine And Baby (boom) Industries Debut

EquiBaby™ is a niche boutique specializing in equine related items for infants and young toddlers - our tag line "For the little horsey lover in your life" speaks for itself! EquiBaby™. Just Horses. Just Babies©.

April 2, 2008 - [PRLog](#) -- EquiBaby™, the latest to hop onto the baby-boom wagon, is making conversation from Lynn Palm enthusiasts to Sesame Street aficionados. EquiBaby is a niche boutique specializing in fine equine-related items aimed toward infants and toddlers between the ages of 0 – 3 years. EquiBaby offers a unique and fun selection of infant-to-toddler “Just Horses. Just Babies.” clothing, toys, feeding and bathing items, along with teething and health related products, and all are featured on the company’s website, EquiBaby.com. <http://www.equibaby.com>

“The response has been phenomenal” Says owner and founder Elizabeth Bergenske, whose primary marketing includes web-based “click-through” banner advertising, press and general word of mouth. “We didn’t anticipate these numbers in terms of visitors to the site, but we’re happy to have them.” One of her family members may have put it best: “The only group more rabid than horse crazy folks are the ones with 1 – 3 year olds.” “That would be me.” says Elizabeth.

Elizabeth, who has a background in non-profit development in addition to the equine industry, plans to implement non-purchase features for EquiBaby.com as well, such as a Donations and Sponsorships area. “We consider ourselves fortunate to have the opportunities we do. We would like to pay it forward by sponsoring various events and causes as well as help to link equine and infant/toddler related corporations with organizations. There is no reason not to do it. We aren’t there yet, but soon.”

EquiBaby is continually adding new and unique products to their inventory, and invites manufacturers and representatives of like products and/or companies to contact them if interested in becoming part of the EquiBaby™ family.

“EquiBaby™. Just Horses. Just Babies©.” To browse the complete line of products available, visit us at www.equibaby.com. For advertising inquiries, write to ads@equibaby.com. For additional information contact (707) 845-7630 or e-mail: info@equibaby.com
[HTTP://WWW.EQUIBABY.COM](http://WWW.EQUIBABY.COM)

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About EquiBaby:

EquiBaby™ is a niche boutique specializing in equine related items for infants and young toddlers - our tag line "For the little horsey lover in your life" speaks for itself!

Offering clothing, toys, bathing and feeding items in addition to many other products that cover the spectrum of day with baby.

EquiBaby™. Just Horses. Just Babies©.

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