

# my child

Dear Subscriber

Welcome to our February 2011 eNewsletter. It features a host of great deals, cool products and fun ideas. I hope you enjoy it.

Best regards  
Heather Niciak  
eNewsletter Editor

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## UPDATE

Wow! It's My Child magazine's fifth birthday and we're ecstatic. To celebrate with us, just pick up your copy on February 23. We are giving away over \$28,500 in great gifts in our Big Birthday Bonanza! This issue is also filled with fantastic ideas for birthday parties; with inspiring ways to decorate, crafts and games to play. You'll find articles on settling your newborn, losing that baby weight, tandem breastfeeding and "mature" motherhood. Check out all the charming vintage-inspired maternity sleepwear, baby and children's fashion. Plus there are all the regular pages you already know and love.

Head to [www.mychildmagazine.com.au](http://www.mychildmagazine.com.au)



## MY STYLE

Zara

If you haven't heard about Spanish fashion label Zara, you should check out their stuff. If you're already a fan, you most likely know that in 2011 the first Australian store will be opening in Sydney. Parents will be pleased to know that they make very cute, affordable clothes for kids. The shoe of choice for men this season is the reinvented desert boot, and Zara has made a too-cute-to-resist version for tots. Welcome the Baby Safari Buckskin Boot. Head to [zara.com](http://zara.com).

To see more fantastic finds check out our MY STYLE blog [click here](#).



## WIN! WIN! WIN!

Dream Baby, Eyetribe & Sorbies!

As Valentine's Day rolls around, win a treat for your little sweet... or yourself for that matter. This February we have prizes that will be extremely handy for mums and dads including KiddyLock child safety containers from Dream Baby, protective and ultra-cool kids' sunnies from Eye Tribe and a one-month supply of nappies and wipes from Sorbies.

To enter [click here](#).



## BEST BOOK

Make It Perfect

I've always wanted to be able to create something from scratch and have people say, 'Wow, you made that.' To which I would reply, 'Yes... I'm very clever.' But in reality my cushion covers are crooked and I don't have half the patience (or talent) I wish I did. So when *Make It Perfect* (Viking, \$34.95), a sewing project book by Toni Coward, landed on my desk, I was hesitant to accept the challenge. However the clear step-by-step illustrations and full-size pattern sheets made it easy. Simply choose a pattern and select new or vintage fabric to create a unique look. Go to [makeitperfect.com.au](http://makeitperfect.com.au) for more.



## MUST DO

February – Ovarian Cancer Awareness Month

It's Afternoon Teal time! This is a fundraising event that anyone can get involved with by hosting an Afternoon Teal to support women diagnosed with ovarian cancer. The Ovarian Cancer Australia organisation seeks to raise awareness of ovarian cancer, its symptoms and the often devastating effects that it has on both the individuals affected and their families. During February invite your work colleagues, friends, neighbours and family members to an afternoon tea, or buy a Teal ribbon on February 23 to show your support for those affected by ovarian cancer. To pick up an application form go to [ovariancancer.net.au](http://ovariancancer.net.au).

To find out about more events go to [mychildmagazine.com.au](http://mychildmagazine.com.au).



## EXPERTS

Ask the experts

Do you have any questions about pregnancy or parenting? Has something been weighing on your mind? If you need an answer, our panel can help. My Child has a range of experts available for all your queries, ready to put your mind at ease and point you in the right direction. They cover everything from obstetrics, midwifery and breastfeeding to child psychology and healthy eating. Sometimes it's just nice to know there's help out there. You can read up on all our experts, as well as previously answered questions, at [mychildmagazine.com.au](http://mychildmagazine.com.au). Send all your questions to [editorial@childmagazine.com.au](mailto:editorial@childmagazine.com.au).



## LEND A HAND

Sarah Murdoch has a secret she wants to share

**Murdoch Childrens Research Institute** is Australia's largest child health research institute with 1,100 passionate researchers discovering ways to help kids live happier, healthier lives. Current areas of focus include cancer, diabetes, allergy, obesity, depression, heart disease, genetic conditions and premature birth.

Register FREE [here](#) and be the first to receive invitations to fun family and social events and hear about the latest news and discoveries in child health at the [Murdoch Childrens Research Institute](http://Murdoch Childrens Research Institute).



## MY CHILD MEETS

Fiona Lang, mum of two and owner of Kindergallery

It's amazing what parents are capable of. They can raise a family, work, run a business, and fit things like dance classes and book club in to the mix. Well, that's the story with Fiona Lang, owner of Kindergallery. She has created an amazing online gallery for children. Here you and the kids can browse through the handpicked pieces from around the world. There are original paintings, prints, mixed media, mobiles and digital canvas pieces. Check it out at [kindergallery.com.au](http://kindergallery.com.au).

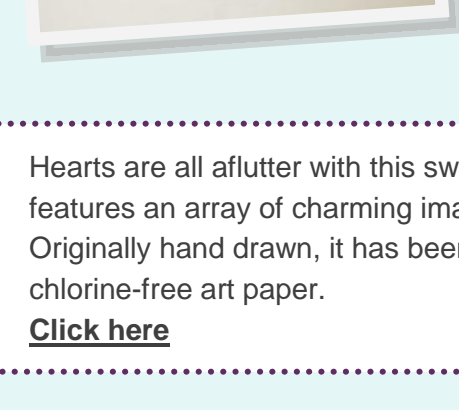
[Click here](#) to read more.



## MY CHILD LOVES



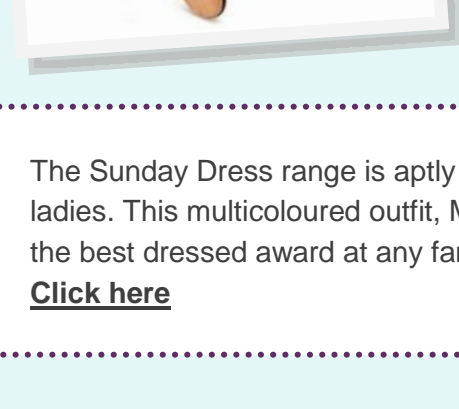
Want to share something special this Valentine's Day? An acorn perhaps? Bride & Wolfe have created these adorable squirrels who trade their most treasured possessions with one another. Flip the couple around to enjoy it in a warm walnut colour. [Click here](#)



Hearts are all aflutter with this sweet wall art from Little Indigo. Each square features an array of charming images such as owls and Red Riding Hood. Originally hand drawn, it has been digitally copied and reprinted on acid- and chlorine-free art paper. [Click here](#)



This pink rubberwood pram is sure to be loved by your child. The modern and simple design makes pushing and turning easy while padded cushioning will ensure that teddy and dolly have a comfortable ride wherever they go. [Click here](#)



The Sunday Dress range is aptly named and full of summery smocks for little ladies. This multicoloured outfit, Family Love, is awful cute and is sure to win the best dressed award at any family outing. It shouts fun, love and happiness. [Click here](#)



Why not treat your little boy to a new pal? He may not roar but Trevor Triceratops has street cred as being among the great dinosaurs that once walked this earth. It is a fun way to say I love you to that special someone. [Click here](#)

## CONTACT US

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