

## **Journey into parenthood at The Baby Show, the UK's leading and largest event for new and expectant parents, ExCeL London, 4<sup>th</sup> – 6<sup>th</sup> March 2022**

[The Baby Show](#), the UK's leading pregnancy and parenting event is returning to ExCeL London for the first time in two years this Spring. The show, sponsored by Lidl GB, will take place from Friday 4<sup>th</sup> to Sunday 6<sup>th</sup> March, providing a one-stop shop for new and expectant parents to try and buy products, watch live demonstrations, listen to the UK's top experts and benefit from brilliant discounts!

Over 200 exhibitors will be showcasing their latest products with big names including *Joie, Cybex, Silvercross, Cosatto, Snüz, Chicco, Doona, Ergobaby, MAM, Tommee Tippee, Maxi-Cosi, Childs Farm and BabyBjörn* alongside boutique, not-on-the-high-street brands demonstrating their innovations, making it the ultimate shopping destination for families embarking on this exciting adventure into parenthood.

The show offers an immersive visitor experience and the opportunity to get hands-on with popular features including the *MadeForMums Buggy Testing Track*, the *Lidl Lupilu Baby Changing Area*, the *Baby Feeding Café*, the *Live Talks Stage*, *Joie Demo Area* as well as brand product demonstrations to help new mums and dads find all the essential baby products all under one roof from buggies, car seats, clothing and carriers to cribs, bottles, swaddles and sleep aids.

Headline Sponsor Lidl GB, will be showcasing their full Lupilu baby range from nutritious meals, snacks and purées to every day baby essentials including their award-winning nappies that visitors can sample of free of charge within the Lidl Lupilu baby changing area!

Headline Media Partner *MadeForMums'* knowledgeable and friendly team will be on hand at the unique *MadeForMums Buggy Testing Track*, where parents can test drive the latest prams, pushchairs, lightweight strollers and all-singing-all-dancing travel systems over various terrains. Their daily Buggy Buying Guide on the *Live Talks Stage* will offer expert insights into what to look for when buying a buggy. Plus, they'll also be selling their great value goody bags for just £5.50 (worth over £35).

Becoming a parent can be hugely exciting and daunting at the same time and with no parent handbook, it's sometimes hard to navigate. The *Live Talks Stage* will host some of the UK's leading baby and parenting experts and guest speakers including *Midwife Marley, Rachel FitzD, The Parent & Baby Coach Heidi Skudder, Charlotte Stirling-Reed, Daisy First Aid, Dr. Will Dooley, Carmelle Gentle, Sarah Patel, Dr. Robert Titzer, Adam Shaw, Dr. Shruti Nathwani* and others ready to offer their free expert advice, information and support. Topics covered include birth, sleep, weaning, breastfeeding, the fourth trimester, newborn illnesses, mental health, first aid and infant learning. The new Official Podcast Partner, *Two New Mums' Amy Voce* and *Jennie Longdon* will also be chatting live on stage with a celebrity mum about the highs and lows of motherhood.

**Mallory Reynolds-Trout, Show Manager at The Baby Show** says: *"Following our hugely successful return to live events at Olympia in 2021, we are thrilled to be back at ExCeL London this Spring. As the UK's largest showroom for all things baby, The Baby Show is the perfect place for mums and dads to find everything they need for their new arrival as well as get much-needed support, information and inspiration from leading baby and parenting experts. We can't wait to be part of their exciting journey into the parent club".*

Baby Show Subscriber tickets are available from only £13pp\* with their Winter Savings offer or £22.50pp on-the-door. For more information visit [thebabyshow.co.uk](http://thebabyshow.co.uk)

*\*T&Cs: 'Winter Savings' ticket offer is valid until midnight, 31<sup>st</sup> January 2022 and is over a 40% saving on-the-door ticket offer of £22.50pp. Tickets are valid on any one day of The Baby Show ExCeL, London or NEC, Birmingham 2022. £2.20 transaction fee applies per booking. All information is correct at time of publishing.*

**\*Ends\***

**Press passes are available, while we have a number of tickets to give away for competitions AND a fantastic list of expert speakers able to provide comments. For more information please contact**

**[fiona.jull@staturepr.com](mailto:fiona.jull@staturepr.com) or [Claire.McInerney@staturepr.com](mailto:Claire.McInerney@staturepr.com)**



### **About The Baby Show**

The Baby Show's safety measures will be continuously reviewed and updated in line with the latest government and industry guidance on COVID-19. The latest guidance for the venue can be found here.

<https://www.excel.london/visitor/your-safety>

The Baby Show is the UK's leading pregnancy and parenting event, attracting approximately 70,000 people each year (pre-pandemic). Organised by Clarion Events, it is home to unrivalled shopping, expert advice, exclusive offers from top parenting brands and family-friendly fun. It is held three times a year – at ExCeL London in March, the NEC in Birmingham in May and Olympia London in October. During the pandemic The Baby Show created The Baby Show Live @ Home, a hugely successful, fully virtual event, attracting over 50,000 visitors.

### **About Clarion Events**

Clarion Events organise more than 200 events each year across the globe, ranging from exhibitions, conferences and seated events. Well-known for identifying high-value, niche audiences in difficult to reach markets and building them into market-leading products, over 12,000 companies trust them with their custom each year, with more than 75,000 people attending their events.