

## Celebrations begin as The Baby Show turns 21 at Olympia London this Autumn

This Autumn, The Baby Show, the UK's leading and largest pregnancy, baby and parenting event for new and expectant parents returns to Olympia London to celebrate its 21<sup>st</sup> year. Sponsored by Lidl GB, and taking place at the venue that birthed the event, The Baby Show will once more play host to the UK's biggest selection of baby brands all under one roof, from Friday 21st October to Sunday 23rd October 2022 at Olympia London.

Having provided a one-stop-shop for over one million parents and parents-to-be to date, The Baby Show with Lidl GB enables visitors to try before they buy, take advantage of unbeatable offers and listen to the nations' top experts within the baby and parenting sectors and even watch live demonstrations to help with those all-important big purchase decisions.

With over 350+ brands and thousands of products to discover, including well-known and loved household names such as *iCandy, Lindex, MAM, Silvercross, Mamas & Papas, Tommee Tippee, Stokke®*, *Chicco, BABYZEN™, Daisy First Aid, Nuna, Inglesina, Venicci, Vitabiotics, Obaby, Nanit, Peg Perego* and *BabyBjörn* to name just a few, The Baby Show has been an integral part of supporting families on their journey to parenthood for 21 years.

A recent survey carried out by The Lullaby Trust shows that 59% of parents with babies under one-year-old say their baby sleeps for less than 4 hours at a stretch. The results also showed that 44% of parents think their baby should be sleeping for longer than they do.

This year, The Baby Show is proud to introduce another new and exciting feature – *The Sleep Well Clinic*. The new Sleep Well Clinic will aid new and expectant parents in finding the best products to help baby (and themselves) get some much-needed shut-eye. So, this new addition is not one to miss.

As well as product demonstrations, some of the nation's leading sleep experts including The Parent & Baby Coach, Heidi Skudder, Calm & Bright Sleep Support, Gem and Eve and Teach to Sleep Founder, Sarah Patel, will be available in the clinic throughout the event for free one-to-one consultations to offer advice and sleep support.

Popular returning features include the *MadeForMums Buggy Testing Track* where visitors can test their favourite buggy, pram, pushchair and travel systems on various terrains, ensuring they find the ideal stroller to suit your requirements.

Parents can also hear from the UK's most respected leading baby and parenting experts on the Live Talks Stage, which offers a jam-packed timetable of informative and inspirational talks every day. Hosted by Lucy Piper, the *Live Talks Stage* covers the topics parents want to know about the most. From baby first aid to breastfeeding, sleep, birth, weaning, the fourth trimester and even mental health, taking to the stage at Olympia London will be baby and child nutritionist, Charlotte Stirling-Reed, world-renowned infant learning researcher, Dr Robert Titzer, Daisy First Aid, children's cookery author and feeding expert, Annabel Karmel and consultant obstetrician, Dr. Karen Joash with more to be announced.

Other show features returning include the *Baby Feeding Café* with free baby food and a quiet breastfeeding area. Headline sponsor Lidl GB will be presenting their full Lupilu baby range, from nutritious meals, snacks, and purées to everyday baby essentials. Visitors can sample and use their wipes and award-winning nappies free of charge within their fully equipped *Lidl Lupilu Baby Change Area* too.

For those keen to shop smaller and visit boutique, not on the high street brands suitable for all stages of pregnancy, this year The Baby Show is introducing the New Kids on The Block area. Welcoming newcomers such as Eddie & Bee and House of Margaux, a complimentary *Shop & Drop* and handy *Collect-by-Car* service will also be available at the show, making shopping a breeze.

**Show Manager at The Baby Show, Mallory Reynolds-Trout, says:** *“Bringing The Baby Show to Olympia London is always a wonderful experience but this show is even more special as we celebrate our 21<sup>st</sup> birthday. We have introduced some new show features for visitors to enjoy, as well as making sure The Baby Show continues to provide everything new and expectant parents will need as they prepare to welcome their little one into the world.”*

Celebrating its 21st year, the show is offering a complimentary Your Baby Club Baby Bible to all advance ticket holders and entry into the Ultimate Baby Show 21 package giveaway worth over £5k! Those booking tickets in advance, before 20th October at midnight, will be entered in the 21 product giveaway and one lucky winner will be announced on Saturday 22 October.

For more information on The Baby Show please visit [www.thebabysshow.co.uk/olympia](http://www.thebabysshow.co.uk/olympia)

If you would like any information about The Baby Show, our expert speakers, or wish to attend The Baby Show, please contact [Lucy.Toms@staturepr.com](mailto:Lucy.Toms@staturepr.com) and / or [Fiona.Jull@staturepr.com](mailto:Fiona.Jull@staturepr.com)

**\*\*ENDS\*\***

## NOTES

### Tickets:

Tickets are available now with a ‘2 for 1 Summer Savings Offer’ (available from 1st – 31st August 2022) – Two tickets for only £24.00pp + transaction fee when you become a Baby Show subscriber. To redeem a complimentary e-book of Your Baby Club Baby Bible, visitors will be emailed a direct link upon purchase. Visitors can also grab a MadeForMums show goody bag worth over £40 for just £5.50 when purchasing their ticket, in advance only. The advanced ticket price is £18.00pp, while on-the-door tickets cost £24.00pp. Tommee Tippee packages and add-ons are available when booking. £2.50 Transaction fee applies.

### Opening Times:

- Friday 21<sup>st</sup> October and Saturday 22<sup>nd</sup> October: 9.30am – 5.30pm
- Sunday 23<sup>rd</sup> October: 9.30am - 5.00pm

## **About The Baby Show**

The Baby Show is the UK's leading pregnancy, baby, and parenting event, attracting over 70,000 people each year. 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 series - hugely successful, fully virtual events, attracting over 50,000 visitors.

## **Sponsors**

- Lidl – Headline Sponsor

## **Supporting Partners and Sponsors**

Bounty, Daisy First Aid, Emma's Diary, Joie, MadeForMums, Your Baby Club, MANtenatal, mumandbabyonline, Project Baby and Tommee Tippee.

## **About Clarion Events**

Clarion Events organise more than 200 events, both live and digital each year across the globe, ranging from exhibitions, conferences and seated events. Providing a platform that attracts both consumers and buyers who are looking for solutions and innovations. 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 and more than 75,000 people attend their events.