



BabyGROE PRESS RELEASE JUNE 2008



BabyGROE Natural Choice Award Winners!

BabyGROE, the unique, UK wide natural parenting charity is delighted to announce the winners of the BabyGROE Natural Choice Awards.

The awards seek to acknowledge outstanding contributions in two categories – Health Professionals and Ethical Business.

The **BabyGROE Ethical Business Award** has been won by **The Clean Green Nappy Machine**. Judge, Brigit Strawbridge felt that as a business, they had made a big impact in their chosen area without adversely affecting the planet. **The Clean Green Nappy Machine** won a fantastic holiday worth £1000 as well as a free business mentoring package. You can find out more about the company at www.cleangreennappy.co.uk

Brigit Strawbridge said "The Clean Green Nappy Machine impressed me in so many ways and on so many levels; they are absolutely committed to promoting a more sustainable and ethical way of living and demonstrate this in every area of their business from their policies on packaging and promotional material, to the information contained within their wonderful website. They are very deserving winners of this award"

The **Health Professional Award** was won by **Cassie McNamara** who runs Pregnancy to Parenthood. Prime Ministers wife Sarah Brown judged this award which aimed to discover a maternity professional that is particularly proactive in the promotion of more natural parenting options. Cassie won a fabulous holiday worth £1000 as well as a gift of £1000 for her organisation. To find out more about Cassie and Birth Choices visit www.pregnancytoparenthood.com

Sarah Brown said 'I would like to congratulate all the women who were nominated for the BabyGROE Natural Choice Health Professional awards. Every one of you has shown incredible dedication in the health field and has an inspirational commitment to expectant mothers. Every day each one of you makes a meaningful difference to the health of mothers, babies, and the environment. I commend all that you do'.

Winners were presented with their prizes at a dinner and ceilidh on June 13th at Trafford Hall, Chester which was followed by an exceptional opportunity to network at the BabyGROE conference with organisations and individuals from all walks of the ever increasing natural health and ethical business scene on Saturday 14th June.



Holidays supplied with kind permission of Keycamp

For more information about BabyGROE or the awards and conference please contact Bouwien Bennet on 01592 784700 or email bouwien@babygroe.co.uk

Notes to editors

About BabyGROE

BabyGROE [Green, Recycled, Organic, Ethical] is a natural parenting charity that promotes information to new mums through a free annual magazine and website of the same name.

Founded by two first time mums, BabyGROE was born out of frustration at the lack of information about more natural choices available for their babies. BabyGROE is still parent-led and the magazine is available through hospitals and midwives throughout the UK. In 2005 the project won the *Green Apple Award for Environmental Best Practice*.

BabyGROE promotes the use of real nappies, the practice of breastfeeding and other nature-friendly parenting techniques.

Resources available

Images of BabyGROE team, directors. Charity and award logos. Images of judges and supporters with full statements. Details and logos of short listed nominees. Images of awards dinner, ceilidh and conference. Please email: web@babygroe.co.uk with your request.

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