

Plainfield, IL – October 5, 2009 – New Celebrity mom, Jennifer Hudson welcomed a son into her family and Baby Swags clients share in her joy by sending a basket full of mom-made products for the newest addition. Jennifer Hudson has taken on many roles in her lifetime, and her latest is “mom”. Jennifer is a American Idol contestant, Award winning actress and singer, who is best known for her Academy Award winning performance in the hit film, Dreamgirls, and Grammy Award winner for her debut album, “Jennifer Hudson”. Aside from her roles on screen, she is also now a working mom, which is something that many of the Baby Swags clients can relate to. With all the ups and downs she has experienced, Jennifer shows her strength in everything she does and is extremely respected on stage and off.

Baby Swags was started in 2006 as a way to help promote work at home moms and the products they create. Since then, Baby Swags has grown leaps and bounds from hosting gift suites, providing silent auction gift baskets to charities, talk show audience member giftings, local media coverage for their clients, national print exposure with celebrities using/wearing client products and more with a primary specialty of celebrity gifting. Baby Swags primarily provides exposure to new and small businesses who have limited marketing and advertising budgets. All products included are made out of love and passion, of course while maintaining the utmost quality.

The following companies provided gifts to new mom Jennifer Hudson:

* LibraKnits – <http://www.libraknits.com> – Available in Fall 2009, the Swingset Cap is the perfect mix of sun protection and fashion for babies on the go. Handmade in San Francisco from 100% organic cotton yarn, the Swingset Caps are available in nine different colors to meet the needs of every stylish baby.

* Coastal Cuties Gear – <http://www.coastalcutiesgear.com> – A soothing scent of lavender and chamomile that is safe for babies sensitive skin. This product is made with the environment in mind as well each label that is placed is made using recycled stone which is tree and water free, called Fiberstone™.

* Adorable Diapers – <http://www.adorablediapers.com> – Personalized set of disposable diapers.

* BabykakesInk – <http://www.babykakesink.com> – Embroidered “My Mom Rocks” onesie.

“It was a true honor to provide this one of a kind gift basket for Jennifer Hudson and her new baby boy.” Stated Phyllis Pometta, owner of Baby Swags. “With Jennifer being a Chicago native, I felt a strong connection to this gifting, and she always exudes strength, passion and compassion in all that she does.” Pometta adds, “On behalf of Baby Swags and my clients, we wish her nothing but continued good health, happiness and success in the years to come.”