

NBC's Matt Lauer-Jan 2007

NBC's TODAY Show Co-host Matt Lauer, Gifted with BabyKakesInk!

Plainfield, NJ (PRWeb) January 5, 2007 - Third time dad, host of NBC's "Today", Matt Lauer receives a wonderful gift basket for his wife and the newest addition to his family. Wife, Annette, gave birth to Thijs on November 28, 2006. Work at home mom's team up with Baby Swags to provide hot and hip new products for mom, baby and siblings! All of the products provided are direct results of the hard work, dedication and the ability to balance business and family.

Matt Lauer is the first daddy to receive a special Baby Swags welcoming baby gift basket full of goodies! "We are thrilled to add Matt Lauer and his wife to our growing list of celebrities that have received one of our baskets." Phyllis Pometta, founder of Baby Swags states, "All of the work at home moms that helped to create this one of a kind baby basket did so out of their love for what they do and what they have created." Baby Swags prides itself on finding fun, hip, trendy and unique new products for moms, dads and babies and helps to bring them into the public eye. "In addition to sending gifts to just mom and baby, Thijs's siblings, brother Jack and sister, Romy also received some great gifts."

Some of the products included in this special basket include, handcrafted baby boutique clothing for Thijs, Romy and Jack and personalized burp cloths from babykakesink.com, a wonderful diaper bag with pouch and changing pad from luvmybag.com and a fun, whimsical cart cover provided by kozypalcartcovers.com. Baby Lauer will also find some other great products such as the baby bling pacifier and baby shoes from teastreasures.net, hand painted wall hangings and a gift certificate from wigglesquirts.com. Lastly, Lauer will receive a hip and stylish bib set from contemporarybaby.com, large style retro circle diaper bag with accessories from peekaboodesigns.biz, innovative designed swaddling blanket from Snug & Tug, found at snugandtug.com and the ultra hip baby ring sling from chictots.com. The retail value of Matt and Annette's baby basket is approximately \$678.00.

Our warmest wishes are sent to the entire Lauer family as they welcome their newest family member!