

# Meredith Video Studios & Graco Launch New Web Series

"MY FIRST BABY," FEATURING REAL LIFE MOMS & DADS ARRIVED ON  
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**Graco →**

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NEW YORK, June 21 /PRNewswire/ -- Expectant parents spend pregnancy day-dreaming about their baby and wondering what parenthood will be like. Once these new moms and dads bring their babies home there is so much to figure out, adjust to and celebrate.

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Thanks to *My First Baby*, an original new series from Meredith Video Studios and Graco, parents can celebrate all of their pregnancy and parenthood "firsts" with other new moms and dads who are going through the same experiences and emotions.

*My First Baby*, a first of its kind web series combines aspects of social networking and video sharing sites by inviting parents to upload their personal videos to [www.myfirstbaby.com](http://www.myfirstbaby.com).

Parents who contribute video to the *My First Baby* community may be featured in the webisode series, and have the opportunity to win prizes from Graco.

Launched June 15, *My First Baby* is hosted by TV Personality and new mom, Jill Cordes. Cordes will share her own advice and tips as she documents her day-to-day discoveries with her baby daughter, Fia.

"Being a first time mom is the most amazing thing in the world! Every day you learn something new and watch your baby change. There really is nothing better than that," said Cordes. "*My First Baby* is the perfect place for all those new mommies to come together to

share all of their fun stories about their little bundles of joy."

Cordes and the *My First Baby* families will be joined by a dream team of experts, including maternity wear designer Liz Lange, personal trainer Kopal Goonetilleke, as well as editors from *Parents* and *American Baby* magazines. Together they will cover topics that all expectant and new moms want to know about including: maternity fashion, choosing a baby name, the first day home from the hospital and post pregnancy weight loss.

"*My First Baby* is all about the shared experience of parenthood," said Kieran Clarke, Executive Vice President and General Manager of Meredith Video Studios. "There is nothing more powerful or life changing than the birth of a baby and we want this series to offer new parents the opportunity to become part of a community of other new moms and dads going through the same first steps."

The 36 webisodes are slated to run through February 2011 at [www.myfirstbaby.com](http://www.myfirstbaby.com). Each of the three- to four-minute webisodes will also be syndicated to various parenting websites and will be broadcast on Meredith's nationally syndicated TV show *Better*, and the video on demand channel, *Parents TV*.

"At Graco, we're committed to connecting with parents and serving as a resource they can trust. We're always looking for new ways to get closer to consumers, and *My First Baby* is a perfect extension of our existing communication strategy. We're excited to bring people together to learn from the experts, from one another, and to share in all of the amazing moments that go into parenting," said Kristin DeLoach, Global Brand Manager at Graco.

### **About Meredith Video Studios (MVS)**

Meredith Video Studios, Meredith's in-house branded-entertainment unit created in 2006, creates broadcast quality video based on Meredith's highly trusted magazine brands for multi-platform delivery. Its growing portfolio includes (1) *Better* – a daily hour-long syndicated lifestyle show currently airing in more than 70 markets; (2) broadband channels BetterTV.com and Parents.com; (3) Parents TV a video on demand channel reaching 16 million Comcast cable system customers; (4) a strategic partnership with Interactivation's Mag Rack Video On Demand service that reaches 25 million homes; (5) and hundreds of women and entertainment-focused videos created for marketing and advertising clients.

### **About Graco**

Graco, part of Newell Rubbermaid's global portfolio of brands, is a leading innovator of baby and children's essentials. From that first smile to every new moment together, we help parents and their little ones enjoy all the wonder that awaits them. For more than 50 years we've built trusted, quality and helpful products including car seats, strollers, travel systems, swings, highchairs, playards and nursery care essentials

For more information about Graco and our products, please visit [www.gracobaby.com](http://www.gracobaby.com) or stop by our blog at <http://blog.gracobaby.com>.

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