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**Free baby announcements offered by Stork Avenue, Inc.**

*More than four million babies will be born in the US this year*

*But, only 11,000+ will be born on a 'Special Day!'*

**/24-7PressRelease/** - CORAL GABLES, FL - May 29, 2008 - May 23, 2008 - On one special day this summer, more than 11,000 fathers-to-be will have the single, most special reason to celebrate. Their child will be born June 15, 2008 - Father's Day. To help commemorate this special day, Stork Avenue, a leading retailer of fine quality, printed birth announcements, will give away 24 baby announcements to each of the first 100 customers who visit [StorkAvenue.com](http://StorkAvenue.com) to announce their June 15th bundle of joy.

The customers will be able to include a photo of their new bundle of joy. Dad can be in the picture, too! It is his day, after all. Of course, mom and siblings also could be included. Once customers upload their photo, customize and approve their cards, their order will be on its way the next business day. The only cost is \$8.95 for shipping and handling.

"Our youngest son, Cory, was born March 23rd, this year's Easter Sunday. We had a double celebration that day. Our oldest son, Robert III, was born June 15th - Father's Day. Robby's birth was my best-ever Father's Day present. And, knowing how important that day will be to all new dads (and moms, of course), we decided to help them share their exciting news," said Stork Avenue CEO Bob Hunter.

The special collection can be viewed at [StorkAvenue.com/FathersDaySpecial](http://StorkAvenue.com/FathersDaySpecial) and will be available at 12:01 a.m. on June 15, 2008 to announce children born between 12:01 a.m. - 11:59 p.m. on June 15, 2008. After the first 100 orders are placed, the cards will cost \$1.00 each.

"We expect the 100 orders to go pretty fast, probably within a couple of days." Hunter said. "Our next "Special Day" offer will be for babies born July 4th."

**About Stork Avenue**

Founded in 1993 by Bob and Sue Hunter, Stork Avenue, Inc., through its website [StorkAvenue.com](http://StorkAvenue.com) and its catalog, offers more than 3,000 personalized products, including licenses with American Baby, Sports Illustrated, Anne Geddes, and the soon to be launched, Lambs & Ivy Collection. Using the Company's proprietary, personalization technology and state-of-the-art, print-on-demand capabilities, Stork Avenue customers can easily create a wide array of customized announcements and invitations with a click of the mouse and can have them shipped within 24 hours.

Stork Avenue also recently partnered with Big Couch Media, a strategic and management services company, based in Ft. Lauderdale, Florida.

Stork Avenue is a leading retailer of quality birth announcements, christening invitations, birthday invitations and much more. For more information, please call Bob Hunter at 800.861.5437, ext. 100.