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**ECONOMY SLUMP WON'T STOP LOCAL ENTREPRENEUR**

*Local Business pursues new products despite economy*

BATH, PA, October 12, 2008 **/24-7PressRelease/** -- Waiting For You, the greeting card company that celebrates pregnancy and birth like no other, expands their product line with "The Belly Mug". Owner Candace Dew is excited to debut her latest creation, a 12 oz mug in the shape of a beautiful pregnant belly. "This is my most unique product to date and the perfect gift for every mom-to-be. I created a 10 oz mug with a 2oz belly". Manufactured in earthenware the mug features the company's lovely logo silhouette as well as the name Waiting For You across the top of the belly. The Belly mug is available in two skin tones, all materials are FDA approved, dishwasher safe and individually packaged in a Gift Box.

Waiting For You established in 2004 continues to grow, offering retailers the opportunity to provide their customers with the most unique gift items in the baby market. "I started this business when I could not find a suitable card to send to my unborn grandson and it has grown into an extensive greeting card line, a 24 month Pregnancy Birth Calendar Journal, lullaby CD, and now The Belly Mug."

Dew experienced the loss of her business partner in their second year and now what appears to be a recession. "Having my business partner and co-creator decide to leave the business was a major set-back for me." Dew adds "we were friends and thankfully have remained that way." Former business partner, Nancy Boller, continues to do freelance design work for Waiting For You.

Dew rebounded by welcoming her daughter, Jamie Lansek, to her sales team. Together they developed the 24 Month Pregnancy Birth Calendar Journal in late 2007. This very unique product offers mothers-to-be the convenience of one journal to record the events of 9 months of pregnancy and the first 15 months of baby's accomplishments.

The economy and negative comments are not something Dew concerns herself with. "I have become very creative and resourceful" states Dew "I am in this for the long haul." The business was started with personal money, not business loans. "This was money we were willing to risk to pursue our dream" she adds. "I use my connections from borrowing family and friends babies to family photographers to a talented nephew who composed Eli's Lullaby for the CD card". The production and manufacturing of the calendar journal was financed by a family member in the form of a loan. "I feel fortunate that I had this option" says Dew.

The newest addition is The Belly Mug which Dew took much time in researching her options. "I have learned so much in my 4 years in business, the biggest lesson is explore every resources out there, leave no stone unturned." Dew continues "I went local to produce the master mold for the mug." Dew contacted Chris Bloomquist of Aura Ceramics in Easton, PA about the product in early spring of 2008. "You can search the internet all day long but don't forget to look in your own backyard, your may be missing a great opportunity." The education and advice I received from Chris and the staff at Aura is priceless and something I would not have gotten dealing with someone across the country."

The Belly Mug made its debut at The ABC Kids Expo in Las Vegas recently to rave reviews. The trade shows are very informative and one thing Dew learned at this past show was the need to update promotional materials. Again being big on ideas and low on capital she looks to her local resources. "I was in need of some professional product photos for a new brochure" explains Dew. "I contacted our local high school in Nazareth, PA in search of a photography student." The result was partnering with Junior, Zach Hartzell. "Zach took the time to research my website to understand my product and style" Dew explains. "He came to our photo shoot prepared and professional. The end result a high quality edgy brochure which will attract retailers and sales. Dew adds "this brochure tells my story and showcases my products beautifully and I stayed within my budget".

Starting a business and the day to day operation has certainly been much harder then she ever imagined but Dew adds "choosing the baby industrial was probably my best business move. It is a happy business with money being spent and

babies are being born every second". Dew offers this advice to any one with a dream "start small, keep it manageable and love what you are doing". Dew also emphasis the importance of family support "I could not pursue this dream without the support (emotionally and financially) of my husband, Bill. My creativity and vision would only carry me so far, he is my go to guy for everything." Just recently in speaking with a fellow business owner Dew express excitement that she had just begun her fifth year in business. "Everyone says that making it to the five year mark is a good sign...with that they responded to me "didn't you hear they changed it to seven years!" Dew concludes with a smile "but I keep on keeping on, with two new products due in January 2009."

Waiting For You products are available in maternity and baby boutiques, hospital and gift shops across the US, internationally and also online at [www.waitingforyou.net](http://www.waitingforyou.net). To view these new products and for more information visit their website [www.waitingforyou.net](http://www.waitingforyou.net).

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#### About Waiting For You, LLC

Waiting For You is a greeting card company that celebrates pregnancy and birth like no other. Beautiful photographic cards, with heartwarming captions simply said. Cover most pregnancy and birth scenarios we have cards to express well withes to unborn babies, parents-to-be, big brothers, big sisters, preemies and adoptions. Waiting For You also offers a Pregnancy Birth 24 Month Reflective Calendar Journal, Lullaby CD card and The Belly Mug.

Submitted by Waiting For You, LLC

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