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FOR IMMEDIATE RELEASE

Wilton Introduces New Baby Shower Items

Set the stage for welcoming the newest family prince or princess

Woodridge, Ill. – (January 2008) – Providing the best for a new baby begins even before the big arrival, which explains why baby shower celebrations grow in popularity with each passing year. Whether you're staging an elaborate luncheon or just getting a few girlfriends together, Wilton Enterprises has all the favors and accessories you need to host the perfect baby shower for that perfect baby on the way.

New shower items from Wilton welcoming a little one to the family this year include the gender-specific "Little Prince" and "Little Princess" product lines. "Little Prince" products feature stylized blue graphics, while "Little Princess" items are a vision in pink. Available in both product lines are:

- **Autograph Plate** – the perfect keepsake that any family will cherish. Have guests sign using the included marker as they arrive to the party, then present the plate to the Mom-to-Be. Suggested retail price - \$12.99.
- **Baby Shower Centerpiece** – This three-section centerpiece features the crown, "Baby" and "Our Little Prince" or "Our Little Princess" icons that adorn the complete product line. \$3.99.

- more -

celebrate!

Wilton Introduces New Baby Shower Items – add one

- **Garland** – The perfect decorative accent for the shower or other baby celebration featuring icons that match the centerpiece. Mom can take this home and hang it in the baby's nursery! \$3.99.
- **Favors** – Pillow shaped pink or blue favor boxes topped with shiny crowns. Fill with Mom-to-Be's favorite favor candy! 12 favor boxes for \$14.99.

Also new to the Wilton Baby product line are **2 new favor mega pack kits: Pacifier and Umbrella**. Perfect for a larger gathering, each mega pack features 20 favors. Just fill the multicolored pastel favors with candy, personalize the tags – so easy to do at www.wiltonprint.com – and tie the tag to the favor with the included ribbon.

Wilton Baby Products are available at party and craft stores nationally, as well as at www.wilton.com.

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Wilton Enterprises, headquartered in Woodridge, Ill., has been a leader in cake decorating since 1929. Today, the company is also the market leader in cake, candy, cookie, wedding, bakeware and home celebration products. From the hottest licensed characters to specially shaped holiday products, Wilton offers cake pans, cookie cutters, baking cups and traditional pastry decorating tools. For the latest information on Wilton products and ideas for all occasions, visit Wilton online at www.wilton.com. To locate the closest Wilton Method Cake Decorating classes, call 800-924-8881.