



## **The Utah Baby Fair announces the next event's location**

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### **FOR IMMEDIATE RELEASE**

#### **The Provo City Library will be the location for the next Utah Baby Fair**

Provo, UT—April 9, 2007—The Utah Baby Fair is coming to Utah Valley to showcase the latest in baby gifts, gear, and fashion. Blue Z Solutions, LLC, the organizer of the event announced today that the next event will be held in at the Provo City Library Ballroom on September 29, 2007.

Provo is the ideal location for the next baby fair because of the high birth rate in the area. Utah's birthrate is the highest in the nation, with roughly 90 births per 1,000 women aged 15 to 44. Jessica Taufer, owner of the Utah Baby Fair, says, "We believe that Provo is an excellent place to reach a high number of new and expecting parents because it has one of the highest birth rates in Utah, and it is close to two major universities." The Fair is expected to attract over 50 vendors and at least 1,500 to 2,000 people.

Taufer started organizing the event because she knew there was a need for comprehensive information about all things baby. "When I was a new mom there was not a convenient place that I could go to find baby information. I had to go to several different places to get the information and products that I was looking for."

Most people, especially parents who have never had a baby, do not realize how much work, time, and money is required to do things like go to prenatal classes, pick out baby furniture, purchase baby clothes, get a diaper bag, choose a photographer, get car seat safety information, get birth announcements, get nutritional information, etc. The purpose of the Utah Baby Fair is to minimize the effort required to effectively research and purchase these things.

Taufer explains that, "The goal of the Utah Baby Fair is to help parents prepare for every stage of baby. I believe parents will get the most from this fair from taking advantage of the free classes taught by certified nurses, meeting one on one with several merchants who offer quality products at a reasonable price, receiving safety literature from experts, and not having to spend a lot of time or money to do so."

#### **About Utah Baby Fair**

The Utah Baby Fair is going to be an all day event for new and expecting parents to receive information, products, and discounts. The fair expects to have over 50 vendors, prenatal and breastfeeding classes, and lots of information all in one convenient location. Companies that want to participate in the fair should email [Info@UtahBabyFair.com](mailto:Info@UtahBabyFair.com), or visit [UtahBabyFair.com](http://UtahBabyFair.com).