



**FOR IMMEDIATE RELEASE**

## **Project Nursery Wants to Solve Your Kid-Friendly Design Dilemmas**

*Website Launches New Interactive Blog Feature and Calls for Parents' Questions*

**LOS ANGELES (November 9, 2010)** – Calling all parents! Do you have burning questions about nursery décor? Transitioning a nursery to a room fit for a toddler? Where to find the chicest – or cheapest – new must-have pieces? How to throw a holiday-themed bash that will please both children and adults? Look no further: the savvy moms and expert professionals behind ProjectNursery.com are here to address all of your quandaries in the new Q&A blog feature, Design Dilemmas.

For the past two years, ProjectNursery.com has been a go-to resource for parents, doling out tips and inspiration for modern, DIY kid-friendly design. The new Design Dilemmas feature will allow site visitors to get personalized advice for their specific needs. Site co-founder Melisa Fluhr explains, "We have created a great sense of community on our website via our Gallery, where users upload their own design projects and share their experiences. We wanted to extend that interactivity to our blog content as well." Co-founder Pamela Ginocchio continues, "We're always searching for new ways to present helpful information about design trends and instruction for creative projects. We've begun incorporating vlog posts, like our recent interview with Tiffani Thiessen and Lonni Paul from ABC Kids Expo about their new line Petit Nest, and now we're giving our readers direct access to our team of editors and contributors through Design Dilemmas."

This new feature comes along as Project Nursery enjoys increasing buzz in the marketplace. This fall, Project Nursery entered into a partnership with Crown Crafts Infant Products, Inc. to enhance the consumer experience for expectant parents who purchase Crown Crafts' NoJo brand of nursery bedding products. The joint venture was kicked off at Babies"R"Us stores in September at a nationwide "Design with Style" event

sponsored by the NoJo brand and developed by Fluhr and Ginocchio. In October, Project Nursery was chosen as one of Babble.com's Top 50 Design Blogs for Moms.

### **About Project Nursery**

Founded in 2008 by moms and design enthusiasts Melisa Fluhr and Pamela Ginocchio, ProjectNursery.com is an online community dedicated to child-friendly design.

Comprised of a blog featuring expert decorating and design advice, a user-generated photo gallery, and product recommendations, the website is a destination for parents who are seeking inspiration and practical guidance for the home, special events, and more.

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