

2007 Online Holiday Gift Guide Features Fuel Belt

Fun, Comprehensive Online Gift Guide Helps Busy Moms (and Dads) With Their Families' Holiday Gift Needs

East Greenwich, RI (November 30, 2007) -- Pinks & Blues (www.pinksandblues.com), the online destination for busy moms with busy families who want the scoop on trendy and ultra-hip products, has included Fuel Belt in its 2007 Holiday Gift Guide (<http://2007pinksandblusholidayguide.wordpress.com>).

This newest feature from Pinks & Blues is a one-stop online resource, making Holiday gift giving not only fun, but easy. Fuel Belt's bottle belts are featured as a must-have product for Kids in the Pinks & Blues Holiday Gift Guide.

According to eMarketer.com, "Seasoned online buyers have confidence in e-commerce, and they even shop with unfamiliar Web retailers to find unusual gifts."

And as Pinks & Blues knows, blogs have become an important and valued word-of-mouth network for mothers. According to Internet Statistics, more than 32 million women Internet users with children under 18 are frequenting the Internet for opinions, recommendations, advice, and shopping.

In fact, eMarketer Senior Analyst Debra Aho Williamson says, "Word-of-mouth has become an actual marketing discipline."

The Pinks & Blues Holiday Shopping Gift Guide is categorized to include ideas for everyone on a Holiday Gift List.

In addition to gift ideas for Dads, other categories include gifts for Mamas, Kids, Babies, Grandparents and Pets. There's also a category for Gift Wrap, Cards and Invitations. And many of the featured companies from the Holiday Gift Guide are offering special discounts, promotions and giveaways to Pinks & Blues readers.

The Pinks & Blues Holiday Gift Guide joins the Pinks & Blues network of daily product recommendations, fabulous product giveaways, celebrity baby news and unique-perspective Mommy blogs.

The Pinks & Blues network covers everything moms need to know in order to stay in touch with the latest trends, even beyond the "in" products for kids, dads, grandparents, pets and, of course, themselves.

"Since we launched Pinks & Blues in March of 2007, the site has grown in popularity so much that we found an overwhelming need to expand beyond product recommendations," said Jane Porricelli, co-owner of Pinks & Blues with her sister and mother. "We have listened to the tremendous feedback from our readers, and are so excited about the launching our 2007 Holiday Gift Guide for Families."

Porricelli adds, "Featuring companies such as Fuel Belt gives our readers and subscribers the benefits of fabulous products at their fingertips."

The Pinks & Blues Holiday Gift Guide gives on-the-go moms the best sites for the hippest, most unique Holiday apparel, accessories, gadgets, books, "green" gifts, sports items, toys, kitchen items, cards, gift wrap and invitations, all in an easy, visually appealing online guide. The sites featured in the Pinks & Blues Holiday Gift Guide, such as Fuel Belt, are online boutiques and stores that fit every need.

"At Pinks & Blues we like to find chic, trendy products, and oftentimes unique products that people don't have time to find themselves. You know, the 'ahh!' gift," said Audrey McClelland, co-owner of Pinks & Blues and sister of Porricelli.

Sharon Couto, the mother of McClelland and Porricelli, added, "Online shopping is so convenient for moms who are being pulled in so many different directions at once, from their home life to their career to their children's activities to keeping up with their girlfriends. We have created a really fun and comprehensive online experience for these moms at Pinks & Blues. And the Pinks & Blues Holiday Gift Guide is absolutely an extension of that. The feedback from our readers and our subscribers is just overwhelming. Especially with the inclusion of special discounts and promotions offered by our featured companies."

Couto, McClelland and Porricelli have listed the exclusive coupon codes and discounts for the products and sites featured in the Pinks & Blues Holiday Gift Guide (<http://2007pinksandbluesholidayguide.wordpress.com/discounts-coupon-codes-specials/>), and have put together a contest giveaway that includes a classic black and light-cream polka-dot Dooney & Bourke Handbag filled with surprises.

About Pinks & Blues

Pinks & Blues (www.pinksandblues.com) is a hip online destination for moms, featuring trendy product recommendations, giveaways, celebrity baby news and the personal blogs of co-owners Sharon Couto, Audrey McClelland and Jane Porricelli, who are a mother and her two daughters. Since its launch in 2005, Pinks & Blues has authored the book *Preconception Plain & Simple - Your Deliciously Sexy Guide in Preparing for Pregnancy* and created a fun, comprehensive site (www.pinksandblues.com) focused on everything from preconception through grandparenthood. Both McClelland and Porricelli graduated from Brown University, and worked in fashion and sales, respectively, before launching Pinks & Blues. Couto, a graduate of Rhode Island College and Boston University, retired from her 30+ year English teaching career in 2003. Pinks & Blues is based in East Greenwich, Rhode Island.

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