

MAKING HEADLINES

One of our own makes news headlines!

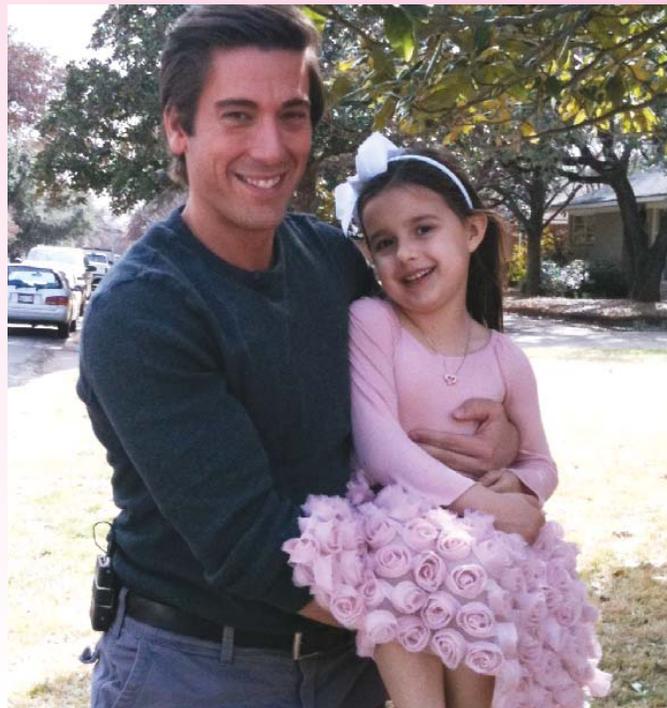
ABC News Anchor/Reporter David Muir with Ellis, wearing a pink rosebud dress from the Malley Too fall winter 2011 collection.

Ellis, model of the Malley Two collection by Malley & Co., and her family were featured in a recent ABC News story challenging the nation to buy American-made products in an effort to put more people to work. Anchor/reporter David Muir and other ABC News personalities literally checked everything in Ellis' Texas home to see whether or not it was Made in America. Everything that wasn't got removed –they emptied the house of all but one small item! Then the news team replaced it all –from kitchen appliances to furniture, lighting and more- with product only Made in America. The whole process was pretty interesting to watch and learn from.

In this spirit, we feature a *Made in the USA* section of Industry News –children's products made exclusively in America. It's a proud and desirable moniker to have. And these days, products that are Made in the USA are also sought after in other countries as well.

Industry is best served with a global view, as we are all connected. For instance, Canadian company Kushies uses fabrics that are Made in the USA in the manufacture of some of their baby clothes. The company that revolutionized the cloth diaper industry continues to innovate all sorts of new products for children. For everything baby, in fact – find out more about Kushies in Up Close.

This issue also focuses on the Newborn, Infant and Toddler (NIT) market. Read an informative profile of Baby Bella Maya, Marta Sala-Rothwell's company that recently introduced a line of toddler footwear in Focal Point. We haven't forgotten about Moms, either – *Momapalooza* is yet another



special section of Industry News focused on products for Mom and Maternity. And check out our Showtime feature for news about Your Natural Baby Fair, a free event taking place in California later in April, among other trade show news.

We have happenings from around the world in Global Report, plus very colorful Fashion Pages, too. And since May is national Melanoma Awareness Month, we've singled out a section on products made for *Fun in the Sun*.

Incidentally, HUDSON'S is Made in the USA, too – written, designed, photographed and printed right here in America.

And we're pretty proud of that!

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