

MEDIA ADVISORY

PARENTS AND KIDS BOND AT THE DISCO...BABY LOVES DISCO, THAT IS Launching September 13 in Montclair, NJ!

JUST THE FACTS ...

Venue: Diva Lounge, 369 Bloomfield Ave., Montclair, NJ - <http://www.divalounge.com/>

Host mom: Bridget Sarubin, Family Friendly PR

DJ: TBD

Ages: 6 months to 7 years

Fun stuff: A full spread of healthy snacks and juice boxes, stroller parking, a changing station and chill-out area with books and kid-friendly activities, hula hoops, rhythm instruments, swirly scarves, giveaways and services for parents and kids.

Tickets: \$12 per walking human. Buy tickets online at www.babylovesdisco.com and at the door. Online advance purchase is highly recommended.

Dates: Saturdays, September 13, October 18 and November 15

Time: 2-5 pm

for more info and to learn all about baby loves disco check out:

<http://www.babylovesdisco.com> and

<http://www.babylovesdisco.com/locations/northjersey/>

SEPTEMBER SPECIAL EVENTS: Don't miss the fabulous giveaways this month: goody bags from *Parents Magazine*, The new "Imagination Movers" DVD and tambourines from Disney. Baby Loves Disco is also partnering with Coolmompicks.com and Babble.com to offer great giveaways this fall. Check in at www.babylovesdisco.com for more details in September. Local sponsors include Family Friendly PR, *NJ Family* and *The Motherhood* magazines, Suzy Said, Stories in Motion, Watchung Booksellers, Club Kid'Doo, Minnow and Take Back the Kitchen. In other news, **Baby Loves Music** (www.babylovesmusic.com) is proud to announce the September 30 release of *Baby Loves Salsa*, produced by Aaron Levinson of the Spanish Harlem Orchestra and featuring Jose Conde.

Baby Loves Disco is also in NYC! The new Manhattan location will be the ultra hip (Le) Poisson Rouge, and we're starting up again at Brooklyn's Southpaw in September too!

ABOUT BABY LOVES DISCO

You've seen it featured on ABC's "Nightline" TV, NPR's "All Things Considered," *Parents* and *Redbook* magazines, *USA Today* and newspapers, magazines and social networking sites across the nation. This entirely parent-created concept has rapidly become the latest craze in family entertainment.

Baby Loves Disco is an afternoon dance party featuring danceable disco tunes from the 70's & 80's spun by real DJs, bubble machine magic and many family-friendly activities and goodies. Baby Loves Disco is the new way for parents, grandparents and kids to socialize, get funky and stay fit to boot! Host parents in each city add their local flavor and invite everyone to share good times in a welcoming and warm environment.

Now raising a ruckus in more than 25 cities nationwide, Baby Loves Disco is also an international phenomenon, with hopping parties in the U.K., Tel Aviv, Stockholm, Warsaw, and Tokyo and plans to open in Hong Kong soon. Our newest U.S. cities are North Jersey (launching in September), Fort Lauderdale, Honolulu and Dallas!

Co-founders Heather Murphy Monteith and Andy Blackman Hurwitz created this family dance party phenomenon about three years ago. Today, this entirely parent-run network of local moms and dads present Baby Loves Disco in dozens of cities. Local businesses and service providers add to the value of a Baby Loves Disco event, providing activities and free goodies for the attending families. At each event, A-list DJs and MCs help bring everyone together to dance and have relaxed fun.

At Baby Loves Disco, the fun spills out from all corners of the club: bubble machines, egg shakers, play scarves, a chill-out area (with tents, books and puzzles), diaper changing stations, a full spread of healthy snacks (provided by local businesses) and dancing - LOTS of dancing.

GREAT PHOTOS TO DOWNLOAD: <http://www.babylovesdisco.com/press/resources/>

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