

BabyGap Teams up With Lifestyle Experts MiGi to Host the Ultimate Baby Showers for Expectant Moms Across America

Wednesday September 7, 9:00 am ET

Ten Lucky Moms-To-Be Across the Country Will Win a Very Special Baby Shower

SAN FRANCISCO, Sept. 7 /PRNewswire-FirstCall/ -- This week, babyGap announces the kick off of the Ultimate babyGap Shower contest, its first national contest for expectant moms. BabyGap has enlisted the help of lifestyle experts and Martha Stewart Living alums Michele Adams and Gia Russo, known as MiGi, to help create an incredibly special and elegant baby shower program. The MiGi girls, who have written several books including *Baby Showers* (published by Chronicle Books), have a strong design background and elegant contemporary style, making them the perfect pair to help babyGap design and produce the Ultimate babyGap Showers for ten lucky winners.



"This is a dream chance to win a dream baby shower. We're thrilled to have the expertise of Gia and Michelle to make these events special for expectant moms across the country," said Jeff Jones, executive vice president, Gap Marketing. "The Ultimate babyGap Shower program is a great opportunity for us to celebrate moms-to-be, while showing our customers why babyGap is the premier destination for finding the most special baby gifts."



The Ultimate babyGap Shower contest, which runs from September 1 through October 6, 2005, invites people across the country to enter for a chance to win

a very special, luxurious baby shower celebration for an expectant mom. Ten lucky winners across the country will be awarded an extravagant and elegant baby shower celebration for a special mom-to-be and 30 guests.

Inspired by babyGap's style of casual luxury, the Ultimate babyGap Showers, designed by MiGi, will be elegant and simple, created to provide mom and guests with a spa-like experience. Each baby shower will include a GapMaternity wardrobe and styling session for

mom-to-be. There will also be special treats for guests including heavenly spa treatments such as massages, manicures and pedicures, as well as gourmet food, delicious drinks and decadent desserts. Each baby shower guest will also receive a gift bag filled with must-haves items from Gap and GapBody goodies like lotions and candles.

"Michele and I are thrilled to be working with an iconic brand like babyGap," said Gia Russo of MiGi. "They have the sweetest, most adorable baby clothes which make the perfect gifts for any baby or mom-to-be."

Stay tuned for more information on contest winners and Ultimate babyGap Showers being held in select cities later this year. For high-resolution imagery please contact Katie Molinari at 415-427-3989.

About BabyGap:

Through more than 1,000 stores in the United States, Canada, the United Kingdom, Japan and France, babyGap sells clothing and accessories for newborns, infants and toddlers. In the US, customers can shop the babyGap online stores at www.babygap.com.

About MiGi:

Known together as "the MiGi girls," entertaining experts Michele Adams and Gia Russo are hosts of the Fine Living show The Art of the Party and authors of several lifestyle books. Additionally, MiGi are spokespeople for and provide content to Amazon Weddings, Amazon.com's destination for wedding planning and registry.

Former editors at Martha Stewart Living, Adams and Russo worked on every aspect of more than 50 stories, developing them from conception and research to styling and production. Their thoroughness and refined sensibilities earned them honors from the American Society of Publication Designers.

In 1999 they ventured out on their own, forming a design and lifestyle company called MiGi (a combination of their first names). Their first two books, Wedding Showers and Baby Showers, were followed by At Home with Friends, which was listed on the Amazon.com bestsellers list and was nominated for a Gourmand International Award.

Adams and Russo are currently working on a new book and developing a line of lifestyle products. Recently they have appeared in numerous magazines, including Lucky, O Magazine, InStyle, Good Housekeeping, Lifetime, Sunset, and Angeleno.

CONTACT:
Katie Molinari
Gap PR
415-427-3989