

****MEDIA ALERT****

VISIT THE “NORTHWEST PASSAGE” AT ENK CHILDREN’S CLUB **Northwest Brands from BabyLegs to See Kai Run Lead the Way in Children’s Attire**

- WHO:** Nine leading children’s wear manufacturers from the Northwest: **BabyLegs, Baby Star, Eleven, Kate Quinn Organics, Knuckleheads Clothing, Lil Squirtz, Nest, Picaflor, and See Kai Run.**
- WHAT:** The “Northwest Passage” at ENK Children’s Club trade show will highlight a group of top children’s wear manufacturers and mompreneurs from the Northwest. The trend-setting companies will unite to showcase their innovative products and provide a sneak peek of what the cutting-edge Northwest region is bringing to the children’s wear industry.
- WHEN:** Sunday, October 5, 2008: 9 a.m. – 6 p.m.
Monday, October 6, 2008: 9 a.m. – 6 p.m.
Tuesday, October 7, 2008: 9 a.m. – 5 p.m.
- WHERE:** Javits Center
655 W 34th St (11th Avenue at 35th Street)
New York, NY 10001
Follow the Green carpet, booth numbers: BabyLegs 8930, Baby Star 8931, Eleven 9031, Kate Quinn Organics 9033, Knuckleheads 9030, LilSquirtz 8934, Nest 8932, Picaflor 9031, See Kai Run 9031
- DETAILS:** Leading children’s wear manufacturers headquartered in the Great Northwest have teamed up to form the “Northwest Passage” at the ENK Children’s Club trade show October 5-7, 2008. Follow the green carpet, exclusive to the Northwest Passage, and look for booth numbers 8930-9033.

Nine trend-setting Northwest companies will display their wears. The “Northwest Passage” will include **BabyLegs**, a Seattle-based line of award-winning, high-fashion leg and arm warmers that combine function and style, at booth 8930. **See Kai Run** will display shoe styles that are both fun and promote the healthy development of little feet. **Kate Quinn Organics** will feature stylish apparel made from the finest 100% certified organic cotton and **Knuckleheads Clothing** will showcase quality boys clothing. The “Northwest Passage” will also include **Baby Star, Eleven, Lil Squirtz, Nest, and Picaflor.**

To celebrate the event, the “Northwest Passage” will host a fun and delicious reception on-site on Monday, October 6, between 3pm and 6pm. Fine foods and beverages from the Northwest will be provided, including Jones Soda, hard cider, and appetizers featuring salmon.

The “Northwest Passage” will also host a raffle consisting exclusively of items donated by the companies featured in the passage. Each company will have raffle tickets at their booth to be given out to retailers that place an order at the show. The raffle will be drawn at the end of the show and the winning retailer will be notified.

About All Northwest Passage participants

For additional information about Northwest Passage at ENK participants, please visit: BabyLegs (www.babylegs.com), Baby Star (www.babystar.com), Eleven (www.elevencollection.com), Kate Quinn Organics (www.katequinnorganics.com), Knuckleheads Clothing (knuckleheadsclothing.com), Lil Squirtz (www.lilsquirtz.com), Nest (<http://nestchildren.com/organic.html>), Picaflor (www.picaflorkids.com), and See Kai Run (www.seekairun.com).

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