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New American Dream's Alternative Gift Registry Will Keep Your Baby Shower From Breaking the Bank

Takoma Park, MD—Planning a baby shower? Every year in the United States, billions of dollars are spent on baby products, and nothing induces spending on baby stuff like baby showers. Though most of those items are purchased with love, not all necessarily are good for babies, pocketbooks, the planet, or new parents faced with bigger broods and shrinking space. That's why the Center for a New American Dream created the Alternative Gift Registry—so loved ones can share this special event in a way that keeps piggy banks intact but delivers what parents and babies really need.



"Especially in this time of recession, baby showers should be about celebrating the new arrival, not about material excess. The Alternative Gift Registry makes it easy for prospective parents to request gifts that fit their baby, their values, and their loved ones' budgets," says New American Dream Executive Director Lisa Wise.

The Alternative Gift Registry makes it fun and simple by allowing users to incorporate gifts from any number of retail and non-retail sources simultaneously. Registrants can designate major retail outlets, or choose small, independent, online e-tailers—with direct links to stores of choice. They can request eco-friendly baby toys, clothes, bedding; or express a preference for used items from resale shops or the givers' own closets. (After all, cherished baby toys and clothes are easier to part with if passed on to someone close.)

The Alternative Gift Registry is a unique addition to the gift registry marketplace as it provides new parents with ultimate flexibility and freedom to choose. Users can even call on friends and family to provide non-material expressions of love and support, like house cleaning, dog walking, hot meals for nursing moms and tired dads, or baby sitting services down the road. Whether the shoe is used or new, with the Alternative Gift Registry, you can be sure your little one will start off on the right foot.

To learn more, visit the Alternative Gift Registry at www.alternativegiftregistry.org.

About the Center for a New American Dream.

The Center for a New American Dream helps Americans consume responsibly to protect the environment, enhance quality of life, and promote social justice. We work with individuals, institutions, communities, and businesses to conserve natural resources, counter the commercialization of our culture, and promote positive changes in the way goods are produced and consumed. Visit us at www.newdream.org.

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