



For Immediate Release

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Expectant Parents Left Holding the Empty Shopping Bag at Babies ‘R Us

Mom-Owned Baby Boutique in Metairie Offers Gift Registry Solutions

New Orleans, LA, 3.24.18 - Toys ‘R Us announced last week that they are closing all US locations, including their Babies ‘R Us stores. As the news has set in, a large number of expectant parents in the New Orleans area are not feeling nostalgic about the old toy aisles. They’re feeling stressed and shortchanged.

Amid parent company bankruptcy proceedings, an estimated 100,000 Babies ‘R Us gift registries, amounting to about 40% of registries in the country, have parents-to-be in a panic. Customers spent countless hours signing up for Babies ‘R Us registries with the lucrative promise that up to 10% of the purchases on their registries will be rebated in the form of gift certificates mailed out 12 weeks after the child’s due date. Now, many of these parents have already earned the program’s rewards but will not receive the gift certificates until after the stores have closed for good, rendering the rewards useless.

Gift certificate holders have until April 20 to redeem them, according to the company. The problem is that stock at the stores is expected to be extremely limited or even depleted by that date. Some expecting moms are out of work due to pregnancy complications and therefore depended heavily on receiving what they were promised. With inventory at the stores being liquidated at lightning speed, these moms are left in a lurch because they trusted the big box company. In return for their time and loyalty, they starkly realize that they’re holding worthless gift certificates.

One small business in Metairie has a partial remedy for these worried parents-to-be. Betsy Goldin Becker, owner of ZukaBaby, says, “Bring us your unfulfilled registries (or call us or email them to us if you are short on time). While we may not have every exact item on your list, we can help with selection of comparable products. In addition to a registry completion bonus and shopping rewards, our registry program offers some different perks than Babies ‘R Us. For one thing, we actually deliver the products you select and we provide an unparalleled level of customized, one-on-one service from our staff of expert moms. We also give new parents 20% off all purchases the day of their registry consultation and offer online ordering, local delivery, parenting classes and curbside pickup. Our registries have been extremely popular and successful. And yes, a real person answers your phone calls and emails every time. We’re here to help and more importantly, Moms & Dads, we’re here to stay.”

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Voted #1 Baby Store in Greater New Orleans, ZukaBaby, located at 3248 Severn Ave., has been serving parents, grandparents and parents-to-be, for over eight years in the Metro New Orleans area. As a mom-owned-and-operated business, their staff is dedicated to helping parents select the latest, safest and best products for their growing families. They stock a wide selection of high-quality, modern baby essentials, from carseats to nursing supplies to swaddles, jogging strollers and local gifts, both in store and on their website. Shopping for baby products can be both exciting and overwhelming, and the entire ZukaBaby staff is dedicated to helping our customers select the latest, safest and best products for their growing families.

If you would like more information about this topic, please contact Betsy at 504-407-2700 or info@zुकababy.com