



New product - Mums Card

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Parenting Blog

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This came across my desk recently:

Mums Card is a product for busy mothers who constantly hand out their details, and family details, to people - schools, doctors, hospitals, daycare - you name it.

Mums Card is a "stylish and completely personalised card with all the essential information about your little ones." It's basically a business card for mothers.

"The cards are perfect to hand out to other families as you meet them at the playground, kindergarten or children's parties. Providing contact details for Mum, Dad or other carers, allergy information, birthday and doctor details, all essential information is contained on one easy card."

Mums Card is the brainchild of marketing manager Tanya Duncan, who, after the birth of her second son, realised how handy such a thing would be. Mums Card PR people say orders are delivered in 7 - 10 days.



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