



Ladies, thank you so much for joining us, it is great to have you on #gossipstation! Leonora, can you start off by talking to us about My Baba and why you decided to launch it...

I can't believe it's been so long, but we launched My Baba almost 5 years ago. It started as a really simple blog and very quickly turned into an online magazine, not just for parents, but for a much wider demographic between 35 and 44 year olds. There was such a huge amount of information on the internet that I was so confused, so I set to cutting through the mass, and asking the best experts.

5 years? Wow that time has flown hasn't it? What's unique about My Baba?

I would definitely say our body of experts and international bloggers. I haven't seen that anywhere else, where you've got such a wide range of people talking about a diverse range of subjects. A friend of mine in America emailed me this morning having just seen my ridiculous YouTube car review of the new Volvo. Isn't the internet bonkers?

The social networking world is so powerful, and as you said, it is completely bonkers that someone knows what you're doing when they live across the pond! How do you keep up with the never ending changes in social to give consumers what they want?

I have an incredibly dedicated team who often work long after hours and are instrumental in getting your content out there across all platforms.

You've got such a lovely team of people who are such a pleasure to work with! What's coming up for My Baba? Can you share any inside info with us?



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We were really excited by the launch of our children's multivitamins and probiotics last year, and this year has also seen the launch of our My Baba Buddies, which is a collection of all of our favourite brands. We love collaborating with different companies and we've just started doing events which is really exciting.

Wow that's so exciting, huge congratulations! We tried your children's multivitamins and probiotics at Bubble and it was delicious! Are there any up and coming brands that should be on all of our radars?

I'm loving Jigsaw clothes for little girls, Mini La Mode does the best baby wear, and TOMS are doing some really funky things. I love their matching 'mummy and me' range. Notorious Kids is a lovely party organiser, and they always come up with the best ideas. I'm a major foodie so that's a hard one, but I'm a big fan of Rebel Kitchen, Bear Organic and Rude Health.

We love Rude Health too! Their Almond milk is our favourite for sure! Do you have a favourite project that you've worked on to date?

We launched a 'Know Your Signs campaign for Meningitis Now' earlier this year, and although it was a lot of work and such a heart wrenching topic, it was really worthwhile and had hundreds of thousands of hits, which is great for awareness.

It was a great campaign and we were honoured to have been able to take part - thank you so much for involving us! So, we are coming in to the festival period, can you recommend one to families that you think is a winner?



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- baddie winkle



My all-time favourite festival has to be the [Big Feastival](#) in Kingham, run by Jamie Oliver and Alex James. It's a real family affair.

Such a good shout! We think that the concept behind this is amazing, as it offers families exactly what they're looking for in a festival environment!

Ladies, thank you so much for joining us out of your busy schedule to have a little chat! It has been so lovely having you and we are so excited for what's to come with 'My Baba!' We love your platform, so please please please keep doing your thing.

Visit My Baba [here](#) for the latest and hottest info for both you and your baba <3

Besos Alegre xox

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MYBABA

For mamas and papas in the know

Joining us on #gossipstation are the wonderful ladies Leonora and Ellie from My Baba. Not only do they have a fabulous social platform but they've been super supportive from the beginning. We know how busy they are so we are very appreciative that they've managed to squeeze us in for a little chat so we can hear about their exciting journey so far and what they've got coming up!



May 10, 2016



Nana's Manners

May 9, 2016



Summer Dreaming

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